

Mar. 20, 1930

PRINTERS' INK

Registered U. S. Patent Office
A JOURNAL FOR ADVERTISERS
185 Madison Avenue, New York City

Vol. CL, No. 13

NEW YORK, MARCH 27, 1930

10c A COPY

PLEASURE

by
the
cup



SINCE 1919 it has been our assignment to brew good-will for Tetley Tea . . . through advertising to impart something of the charm of those choicest teas which Joseph Tetley & Co., for more than a century, have been gathering in the sunny gardens of India and Ceylon, and blending to delightful flavor and fragrance. •

But pictures cannot illustrate flavor. Adjectives fall short of reproducing fragrance. So, Tetley copy trades on those happy rituals that lend luster to

tea occasions. It echoes the tinkle of silver spoons in fragile cups . . . the clink of ice in frosty tumblers. Tripping across the imagination in merry mood, these promise a pleasure that requires Tetley Tea to fulfil.

N. W. AYER & SON

INCORPORATED

ADVERTISING HEADQUARTERS
WASHINGTON SQUARE • PHILADELPHIA

New York

Boston

Chicago

San Francisco

Detroit

London

This is an Advertising Agency

FEDERAL does not claim to know more about manufacturing than the manufacturer—but we may make suggestions . . .

Federal does not claim that it takes the place of a sales department—but we may make suggestions . . .

Federal does not invent machinery or erect factory buildings—but we may make suggestions.

If you want a jack-o'-all-trades, Federal may disappoint you.

But if you want an advertising agency to prepare advertising that will *sell*, you are invited to become a client of Federal. You will stay a long, long time. .

Three of the four accounts with which we started business twenty-one years ago are still with us.

FEDERAL ADVERTISING AGENCY, INC.
SIX EAST THIRTY-NINTH STREET, NEW YORK

Issued w
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Vol. CL

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PRINTERS' INK

Registered U. S. Patent Office

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VOL. CL

NEW YORK, MARCH 27, 1930

No. 13

Is Chain-Store Growth Hurting Advertising?

Many Manufacturers Will Answer "Yes"—Nevertheless, Chain Stores Are Compelling Scores of Producers to Advertise

By Emil Brisacher

President, Emil Brisacher and Staff (Advertising Agency)

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YORK

"WHAT are you doing to my child!" cries the agonized advertising man as he watches the chain-store barons ruthlessly trample upon advertising favorites and near-favorites.

"Woe is me!" he groans. "Advertising isn't what it used to be."

The time has passed when we can afford to gloss over unpleasant realities. We must face the painful fact that advertising today is not battling 100 per cent for a large percentage of advertisers as compared with its pre-chain efficiency.

I am speaking in generalities, of course, because there are thousands of advertisers who have found the chains a real aid to distribution. But they are invariably the established leaders of their respective lines.

The greatest sufferers from the chain-store growth are the newcomers in already crowded fields. Once the wise retailers said,

"Create a demand and we will stock it." And at the first indication of insistent customer preference the dealers dutifully added another line—no matter how many

competing products already occupied shelf room.

But today there is a different viewpoint in grocery chain-store circles. Now the chain stores say in no uncertain language: "Why should we add your product? We already have three competing lines. Our profits are made out of minimum inventory and rapid turnover. If we add your line, somebody else's will have to go out. There is only so much of this commodity sold anyway, and as a matter of fact, we would rather sell our own brand than the advertised

IN gathering material for this article, Mr. Brisacher communicated with a large group of manufacturers. After analyzing their opinions concerning the effects that chain-store growth is having on advertising, he concludes partly as follows:

1. Advertising has been deflated by chain-store expansion.

2. It has lost some of its power, in certain lines, to get advance distribution.

3. Its demand-creating ability is as strong as ever.

4. Chain-store growth has materially lessened advertising's productiveness for the young advertiser with a competitive product.

5. Eventually, the chain store will be a factor in the marketing of the majority of advertised commodities.

brands that we do carry. You go ahead, and if you create an irresistible demand we will stock it, provided you give us the right terms." (Which frequently means

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selling at jobbers' carload prices but carrying a local warehouse supply and providing an advertising allowance, out of which it is hoped that a reasonable amount will actually be spent for advertising.)

No one can blame the chain stores for their viewpoint. Most of us would do the same thing if we were in their shoes. But it does make it hard on ambitious manufacturers who want to put over their brands in crowded fields—and all worth-while fields are seemingly crowded with competition these days.

Gone is the day when consumer acceptance could be universally merchandised successfully. Past are the splendid examples of clever advance merchandising of advertising which have many times sold sufficient merchandise to pay for the entire advertising campaign before a line of copy appeared. Nowadays if the advertising doesn't produce a "bring-'em-in and drag-'em-out" demand, the chains' interest can't be stimulated.

The unfortunate part of it all is that the average commodity doesn't carry a sufficient margin of profit to permit intensive selling work in addition to sufficient advertising to create and maintain an irresistible consumer demand that will force unwilling distributors into line. But, happily, there are sufficient independents existing to permit advertising to be utilized profitably—almost as usual, since the latest statistics indicate that they are still doing 61 per cent of the national total volume.

Three years of continuous advertising has gained almost 100 per cent independent store distribution for a grocery item in a metropolitan territory where the chain stores do 64 per cent of the volume. The advertising has been sizable and persistent. The product ranges from third to first best seller among the independents, but not a single chain store will stock it, although a recent survey has disclosed the fact that every chain-store outlet is receiving daily calls for this commodity, and persistent

requests have been made by the chains' retail store managers at local chain-store headquarters.

Although sufficient sales increase has been secured to show a profit on the advertising investment, the manufacturer is at his wits' end looking for a magic sesame to gain the added chain-store distribution that would automatically more than double his volume in this territory. While this instance is exceptional, as it is the only section in which this manufacture has not been able to secure at least some chain-store distribution, it is worth quoting because it illustrates the problem that confronts many new advertisers.

Unfortunately, the average housewife will seldom go out of her way to buy a minor item that offers only a little better value. She naturally thinks that it's up to the manufacturer to place the commodity where she can easily purchase it. Consumer acceptance is generally admitted to be the biggest asset that advertising can create. But what good is consumer acceptance if the advertised brands are not there to accept?

The chains are not sidestepping the long-established brands which are the hall-marks of advertised standard values. According to the Chain Store Institute, about 88 per cent of the grocery chain-store volume is on nationally advertised merchandise. The reason for the favoritism is graphically illustrated by one New York grocery chain which features a long line of private brand merchandise and does an average per store weekly sales volume of \$563 as contrasted with the weekly sales volume of \$700 for a chain which features nationally advertised merchandise. But the newcomer today has to provide adequate advertising that will enable his products to hurdle chain-store barriers.

Frequently even the advertising leaders must prove their ability to subdue organized hostility, or they go. One large chain-store system with 2,000 outlets was recently absorbed in one of the current mergers. The new management promptly and arbitrarily

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HERITAGE.

Congratulated on the block test of a great automobile motor, the master engineer said "That is not my work, that is the sum total of a thousand successes and failures of men who have gone before me."

Priceless is the value of accumulated experience, especially in a business like ours, where decisions must rest on the interpretation of facts, rather than on the facts themselves. Available for any of our twelve offices, here or abroad, is the codification

of eighteen years of advertising and sales experience in many and varied lines of industry. Much of what we have of advertising skill or judgment springs from this heritage.



**THE H. K. McCANN
COMPANY •
ADVERTISING**

NEW YORK
CHICAGO
CLEVELAND
DENVER

SAN FRANCISCO
LOS ANGELES
SEATTLE
MONTREAL

TORONTO
LONDON
PARIS
FRANKFORT, a. M.



threw out a nationally advertised brand that had been handled for a considerable time. Despite the fact that it was one of the three best sellers it didn't fit in with the standard brands and chain wanted to confine its purchases to as few lines as possible.

Brand Finally Restored

But after six months had passed the brand was restored and the chain spent considerable money of its own featuring the fact that it handled this product again. The product's outstanding quality and the manufacturer's demand-creating advertising actually caused people to walk out of the store without purchasing substitutes.

Here is a typical case that seems to demonstrate conclusively that advertising today must do more than in the B.C. (Before Chain) era. Two thousand independent retailers would never have simultaneously thrown out a proved seller. But chains with many thousand outlets monthly destroy advertisers' schemes of distribution and yesterday's co-operation becomes today's antagonism.

When we leave the grocery field and turn to the apparel lines, the view is not one that delights the manufacturer who for the first time possesses the advertising urge. Food values are fairly easy for the consumer to judge, but few can determine quality of textiles, fabrics and wearing apparel. This is "blind" merchandise, and although America can justly be designated as a nation of label eaters, the same term can only be applied to isolated apparel brands.

The recent statement of the president of the Penney stores was no surprise to those acquainted with this field when he said that less than 3 per cent of their volume was on advertised brands, and that this volume on advertised commodities was made up mainly of drugs and cosmetics. His description typifies most of the chains in this field.

The present demoralized condition of America's overall, work-shirt and work-glove manufacturers can be laid right at the

doors of the chain stores, who have and are consistently using these commodities for price leaders that impress the gullible public as representing the wonderful values that can be found throughout their stocks. The prices at which the chains retail these items are, in many instances, below the manufacturers' production costs.

It is no consolation that as a rule the other items in the chains' stocks are on the whole priced as high or higher than the independent store averages. The public's buying judgment is blinded by the low prices on the leaders.

The growth of the chains in this field has been so rapid that a large percentage of independent stores have been forced out of business or had their sales volumes drastically reduced. Manufacturers look in vain for volume outlets for their advertised merchandise in thousands of small towns and neighborhoods which formerly provided them with a large percentage of their distribution.

The recent rapid mortality rate among long-established wholesale dry goods houses, which a few years ago were thought to be beyond reach of adversity, is known to everyone. The tendency and in many instances, the necessity for many manufacturers of advertised lines to sell direct, speeded their passing and the growth of the chains imparted the final blow. The semi-manufacturing wholesalers who possess advertised brands are seemingly the only successful wholesale survivors with assured futures. The manufacturers in this industry who possess advertised brands have had their established distribution completely upset, although in many instances these upsets conferred distinct favors upon them because they brought their remaining retailers into closer relationship. Now as never before do independent retailers need advertised quality to fight price competition. It is a combination that is being successfully used by thousands of live retailers. Chain-store competition has caused many department stores and metropolitan specialty shops

by Morris
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BEATING 1929 SALES IN MILWAUKEE!

☛ Sales of new automobiles in Milwaukee and Wisconsin increased 6% in January and February over the same period in 1929, according to new car registrations. Moreover, the high priced cars made even larger percentage gains than low priced cars.

☛ Milwaukee department store sales in January, as in the four previous months, increased over the corresponding month a year ago, gaining 3.3% over last January, according to the Seventh Federal Reserve Bulletin on retail trade.

☛ Building permits in Milwaukee increased 31% in the first two months of the year compared to the same period last year - a remarkable gain on top of 1929 gains over 1928.

☛ Check transactions by Milwaukee banks during January and February totaled \$566,062,000 an increase of \$15,793,000 compared to the same period in 1929.

☛ Every index of business conditions shows Milwaukee as one of the brightest sales spots for 1930.

THE MILWAUKEE JOURNAL

FIRST BY MERIT



Read by More Than Four Out
Five Milwaukee Families

Black and White -- Four Color --
Rotogravure -- Coloroto -- Radiotime

to really welcome advertised brands for the first time, and fewer manufacturers are being forced to take the bull by the horns and to set up their own retail stores where distribution is denied them by retailers who cannot see the changed order of things. But it takes a great deal of retail co-operation to compensate for the loss of vital distribution.

Now, as always, must the advertiser who has arrived cleave to the line and not try to compete with inferior merchandise. If he is enticed into a price battle he usually chances all that he has gained by years of consistent advertising. Early last year one manufacturer in the apparel field who is the outstanding leader in his line put out a low-priced number in response to retailers' insistent requests, to meet chain-store competition. Unfortunately, he was induced to market it under his advertised trade name. Today the big bulk of his volume is on this low-priced line, and his profits have shrunk tremendously, as have those of all of his competitors, as the entire industry is demoralized. Now that he has made the fatal mistake of confirming the low price as the standard value, it will take costly and difficult maneuvering to get his business once again on a sound footing.

There are some who would have us believe that the chain stores have already passed their peak. The day of the stock market break I sought out one smiling face among the gloomy company that gathered around the luncheon table. He was the general sales manager of a manufacturer in the textile line and was bubbling over with enthusiasm.

"This break in the market is going to slow up chain-store expansion," he said. "It's the finest thing that could ever have happened so far as we are concerned. It will give the independent retailers new courage because the chains are going to find it harder to do their financing. The peak of the merger period has passed. It's all a matter of cycles. We have had

three merger periods since 1870. The first two periods were followed by panics. Today we are too prosperous to have a real panic, but this readjustment is going to be a wonderful thing for our own business."

None of us can foretell the final percentage of the total volume that the chain stores will possess when they attain their full growth and have become part of the accepted order of distributive machinery. However, it is apparent that with the possible exception of the grocery field, their expansions have only begun. Tomorrow's chain-store problem will be far more serious to the advertisers who require representative distribution.

It is a paradox that the chain stores are doing more than all of the advertising salesmen in this country to bring home to non-advertisers the necessity to advertise or some day soon have an affable stranger drop in and casually remark: "I'm the sheriff. Where would you prefer to have me hang this padlock?"

Chain-store tactics have made advertising a sudden necessity for thousands of manufacturers who previously could rely on an automatic volume of commodity selling. Manufacturers in the industries where the chain-store growth has only begun can profit by the high mortality rate and present-day troubles of the non-advertisers. Now is the time to build public preference. The penalty of delay may be oblivion.

To summarize:

1. Advertising has been deflated by the chains' expansion.

2. It has been shorn of much of its advance distribution-getting ability in competitive commodities which the chains also distribute.

3. But its demand-creating ability is greater than ever before, once sufficient buying urge is created to secure chain-store distribution, because of the growth of the self-serve counters in all varieties of stores.

4. Advertising's productiveness for the young advertiser with a
(Continued on page 159)

New England's Second Largest Market

**When You Advertise
For
Summer Patronage
From
Southern New England**

Concentrate your efforts where you will
secure the most returns from your invest-
ment;

Plan your appeal to those who have time
and money to spend for travel;

Place your advertising in the leading re-
sort medium of Southern New England—

The Providence Journal

Rhode Island's Guide to Vacation Land

ANNUAL RESORT NUMBER, JUNE 22

**72.22% of all Resort Advertising in
Providence newspapers in 1929 appeared
in The Providence Journal**

PROVIDENCE JOURNAL COMPANY

PROVIDENCE, R. I.

NATIONAL REPRESENTATIVES

CHAS. H. EDDY COMPANY

Boston

R. J. BIDWELL COMPANY

Los Angeles

New York

San Francisco

Chicago

Seattle

Don't Be Afraid to Improve Your Trade-Mark

Even the Long-Famous Time to Re-tire Boy Has Been Modernized

By Andrew M. Howe

CHANGE the product, change the package, change the advertising, but "touch not a line on yon gray trade-mark." It takes more courage than most advertisers possess to make any radical change in a trade-mark that has

try. Millions of dollars have been spent in all forms of advertising to establish public acceptance. He is known all over the world, and is registered in over ninety countries.

He appears on the sidewalls of Fisk tires. He appears on tube



From Left to Right These Are (1) the Original Fisk Time to Re-tire Boy, (2) the Smiling Boy, Adopted in 1928, and (3) the 1930 Boy as He Appears in All Fisk Advertising Today

served a product well for many years and that has become so enshrined in the public's mind that it is identified by almost everybody everywhere with that particular product.

Yet many a trade-mark that was originated many years ago is today out of tune with its product or the times. A few advertisers have boldly abandoned their old identification marks and adopted new ones. Johns-Manville did this only last year. Other advertisers have changed some of the objectionable details but retained the mark's general design so that it would still be recognizable. That is what the Fisk Tire Company, Inc., is doing with the famous Time to Re-tire Boy.

It took courage to change the Fisk Boy, for he is one of the best known trade-marks in this coun-

try. Millions of dollars have been spent in all forms of advertising to establish public acceptance. He is known all over the world, and is registered in over ninety countries.

He appears on the sidewalls of Fisk tires. He appears on tube boxes. In fact, everywhere that the name Fisk appears, this famous boy stands as mascot. But the boy that you see today holding a tire on his right shoulder and a candlestick in his left hand isn't the same boy that made his bow some twenty-three years ago. For, although he had become world famous, the company decided last year it was time the Time to Re-tire Boy was changed. And this spring he was changed again, although probably very few people would notice it, so cleverly has it been done. At first glance he is still the same, but in reality he is greatly improved, as a comparison of the accompanying pictures will show.

In response to a question from PRINTERS' INK on the why of the new boy, R. G. Bath, manager of the publicity division of The Fisk



Home Delivering Detroit's Home Newspaper

*No Other Detroit Newspaper Equals
The News Exclusive Carrier System*

This is a group of hustling Detroit News carriers. It is just one of 150 such groups in Greater Detroit. Note the station manager in the lower left hand corner. She has been in charge of delivery in her district for the last 15 years. The boys carry only The Detroit News and they are glad to confine their activities to this one newspaper which Detroit homes prefer in such a majority that delivering The

News is a routine matter of depositing a copy in front of most of the homes on any street. The Detroit News carrier system, one which no other Detroit newspaper attempts to equal, explains why you can always depend on thorough coverage of the Detroit market through The News. Unfluctuating, dependable home delivered circulation is the keystone of Detroit News advertising results.

**Greatest Circulation
Weekday or Sunday
in Michigan**

The Detroit News

THE HOME NEWSPAPER

Member 100,000 Group of American Cities

New York Office

Chicago Office

A. KLEIN, Inc., 50 E. 42nd St.

J. E. LUTZ, 180 No. Michigan Ave.

Tire Company, Inc., traced the history of the Fisk Tire Boy.

"Back in 1907," he said, "an eighteen-year-old artist in the employ of the advertising firm of Wagner & Field, New York, who at that time handled the advertising of the Fisk Rubber Company, walked into the New York branch of the Fisk Tire Company, holding a sketch under his arm. The artist was Burr Giffen and he requested an interview with E. H. Broadwell, now vice-president of the Fisk Rubber Company, who at that time had charge of the advertising.

"Russell Field, Brooklyn newspaper man and partner in the firm of Wagner & Field, accompanied Mr. Giffen and they showed Mr. Broadwell a sketch designed by the artist depicting a little boy in a one-piece pajama suit with a tire over his shoulder and a candle in his hand. The picture was the artist's conception of a trade-mark for the Fisk Rubber Company. The slogan with the picture read, 'When it's time to re-tire, buy a Fisk.' The idea appealed to the management and the sketch was purchased and adopted as the official trade-mark.

"This was twenty-three years ago and the trade-mark was never changed until 1928, at which time it was decided that instead of featuring a yawning boy, the trade-mark should be a happy, smiling boy. This change was made. Of course, as tire designs changed, the tire over the boy's shoulder was altered to fit the situation.

"This year Fisk announced a new tire. This new tire is built on what we call the Air-Flight principle. It is so entirely different from our old tire, so entirely modern that it called for new ideas in advertising. What was more fitting at this time than that the standard trade-mark of the Fisk Rubber Company should be modernized to keep pace with the new product?

"And so today the world greets a happy, smiling 100 per cent American boy in his little two-piece pajama, radiating good cheer, ruddy-cheeked and tousle-headed, snappy and wide-awake, standing

in the old-time pose but with a new design Fisk Air-Flight tire over his shoulder."

The new Fisk Boy is evidently destined to win just as important a place in the public's heart as his predecessor. Already the company has received hundreds of requests for his picture. The new boy is not only being prominently featured in Fisk advertising, but requests for his picture are also being solicited. A note in a recent advertisement reads:

NEW FISK BOY MEETS ROYAL RECEPTION

Fisk recently announced a new tire, built on the principle of Air-Flight. Fisk also published a picture of the new Boy in the world-famous Fisk trade-mark.

The success of both was instantaneous. . . . Unprecedented orders for tires. . . . Countless requests for the new Boy's picture.

Now you may have this snappy, wide-awake youngster in full colors for framing. Handsomely printed on beautiful art paper, 11 x 14 inches, without any advertising, it is yours for the asking, postpaid. . . . Mail the coupon on the right-hand page.

Thus the successor to the original Fisk Time to Re-tire Boy is being introduced. He is being used to emphasize the fact that a new tire is being made and advertised, so new that even the much-beloved old trade-mark had to be changed.

Changes on Staff of Cincinnati "Post"

Burley Laurimore, formerly classified advertising manager of the Cincinnati *Post*, has been advanced to the position of national advertising manager. J. Lambert Simmons, formerly with the display staff of the *Post*, succeeds Mr. Laurimore as classified advertising manager.

G. F. Garlington, Advertising Manager, Knoxville "Journal"

Gordon F. Garlington, a member of the advertising department of the Knoxville, Tenn., *Journal*, for the last ten years, has been appointed advertising manager. He was at one time advertising manager of the Asheville, N. C., *Times*.

Phoenix Hosiery to Hanff-Metzger

The Phoenix Hosiery Company, Milwaukee, has appointed Hanff-Metzger, Inc., New York advertising agency, to direct its advertising account.

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Plant Where Fields Are Fertile

IN JACKSONVILLE, where tax payments are 13 per cent more in 1930 than in the same period of 1929; where January county tax payments broke all previous records for totals; where bank clearings in January were \$5,000,000 ahead of December; where building shows increase each month; where new industries are bringing new, increased payrolls.

And in Florida — where fruit and vegetable shipments bring immense revenues from northern markets; where half a million visitors are daily spending money for widely varied needs; where an economic normal is again positive and substantial.

And planting the buying thought through "Florida's Foremost Newspaper" establishes similar certainty of successful sales.

The Florida Times-Union
JACKSONVILLE, FLA.

Represented Nationally by
REYNOLDS-FITZGERALD, Inc.

New York . . . Chicago . . . Philadelphia . . . Los Angeles . . . San Francisco

...CHICAGO



ADVERTISING REPRESENTATIVES:

NEW YORK—John B. Woodward, Inc., 110 East 42d Street

DETROIT—Joseph R. Scolaro, 3-241 General Motors Building

SAN FRANCISCO—C. George Krogness, 303 Crocker First
National Bank Building

Member of The 100,000 Group of American Cities

THE CHICAGO

CHICAGO'S HOME

CHICAGO

TO REACH THE WHOLE FAMILY



The Daily News is the mirror in which all Chicago sees itself—and the world. If the interest is music *The Daily News* is recognized as the medium of current news and expert comment. In art, science or whatever pursuit, its columns are a meeting place of all interests. Knowledge of this broad range of Chicago's desires and satisfaction of them have created for *The Daily News* an intimate feeling of comradeship and confidence in the life and doings of this great city. *The Daily News* knows Chicago and Chicago knows *The Daily News*! • WMAQ, *The Daily News* broadcasting station, is a Chicago institution. It is an important and growing factor in establishing a closer friendship and understanding which find their true expression in ready acceptance of products advertised in the newspaper • Over 40 years ago *The Daily News* Fresh-Air Sanitarium was established as a tangible expression of this newspaper's concern for the child life of Chicago. Today it is ministering annually to 20,000 children, all classes and creeds, without charge or thought of reward. More than 300,000 children belong to clubs organized by this newspaper. This sanitarium and these clubs have inspired an appreciation on the part of Chicago which makes it a valued asset of *The Daily News*. This kindly regard extends to the advertiser's benefit • As evidence of *The Daily News*' standing in this mighty human center and world market, it publishes more advertising than any other Chicago daily newspaper. It has done this consistently for 27 years. Another record of equal length is as much department store advertising as any other Chicago daily newspapers combined • Chicago is *The Daily News*. If the plan is to reach the whole family in its hours of relaxation and reading—*The Daily News* is Chicago!

DAILY NEWS

HOEWSPAPER

You Can Triple Your Market By Stepping Across The Street

● Oklahoma City and Tulsa afford a market well worth going after in Oklahoma. They comprise the city market — Metropolitan, Progressive and Prosperous.

● Across the street is another market — Equally Progressive and Prosperous and three times as large. It is the farm market representing the rural 73.4% of the total population of the state.

● An advertising campaign that is effective in Oklahoma must include The Oklahoma Farmer-Stockman on your newspaper list in the state.

● Make this your 1930 Program.

192,892 A. B. C. CIRCULATION

**The OKLAHOMA
FARMER-STOCKMAN**

OKLAHOMA CITY, OKLAHOMA

THE OKLAHOMA PUBLISHING COMPANY

The DAILY OKLAHOMAN-WNY-OKLAHOMA CITY TIMES

National Representative: E. Katz Special Advertising Agency

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No Matter How Much You Need That Order—Stick to Your Price

Every Time You Make a "Confidential" Price Concession You Strike a Blow at Morale

By A. H. Deute

General Manager, The Billings & Spencer Company

I HAVE lost orders because I would not make a confidential price concession. And I have taken business by making a confidential price.

In the long run, I have never had any lasting regrets over the business I lost because I would not make a concession. But sooner or later, I have always been sorry that I took the business on which I made a concession.

The salesman who has always been permitted to work on the basis of making a special concession under pressure of circumstances, and who has never had back of him a simon-pure policy of no private arrangements or concessions, cannot realize the genuine advantage which the one-price man working for the one-price house enjoys. And the salesman who has been held to a definite one-price policy, and that an open and published price, may now and then grumble and growl over what seems a straight-laced, unreasonable and narrow-minded plan. But if he knew both sides of the story, he'd thank his lucky stars for the hard-and-fast rule which held him in line and worked out to his great advantage.

I am not referring to the sliding scale of prices, based on quantities, provided that price scale or price list is an open and published list. There is every reason why a man who can buy a carload

should enjoy a better price than the man who can merely buy a case; and every reason why the man who buys in case lots should enjoy a saving over the man who must buy in fractions of a dozen. There is no problem there. The thing with which we are concerned

here is the so-called secret rebate—the confidential concession—the extra 5 or 10 per cent allowed to a "pet" customer for one reason or another—generally a fancied reason and invariably based on weakness on the part of the salesman, a weakness which is caused and created by the house back of the salesman.

A firm's price list is either an open, published list to which all

buyers adhere and which the company follows, or it is a price list which really means nothing because on occasion it is broken.

Now, if the price list be broken in an open manner and a price change put into effect, there can be no fault found because every house has entire right to change its prices, either upward or downward.

If, on the other hand, a special price be made, which is a deviation from the published and generally understood price, then it is naturally made "confidentially." Naturally, it must either be an openly understood and uniform price change to which all buyers are entitled, or it is something which must be "kept under your

IT'S mighty hard to turn down a big order when a little price concession would land it. But far-sighted companies must refuse to weaken—even though the immediate sacrifice be great.

Every company owes it to its salesmen to stick by its prices. For once the special price concession ball is started rolling it is almost impossible to stop it.

Mr. Deute points to the dangers of inside prices. His words should help sales managers explain to salesmen why prices must be the same to all.

hat" because it is not designed to be general. When it is given as a secret concession, it is obviously made in confidence so that other buyers, other customers of the firm, may be kept from knowing about it. In other words, the house is undertaking to withhold its best price from certain customers and secretly favor others.

It is plain, therefore, that a house can have no compromise plan as to price. Either it adheres to its published prices or it does not adhere to them. If the former, it can go steadily ahead, right down the middle of the road. If the latter, then it must constantly resort to subterfuge.

One of the commonest questions which buyers ask of salesmen is this: "Is anybody getting anything better than we are getting?"

Either the salesman must say, "Here is our price list. Everybody buys on this list. There are no exceptions!" or he must do one of two things. He must either admit that there are "pets," which will immediately cause difficulties, or he must lie.

Salesmen Must Have Faith

Every employer of salesmen knows that unless his men have faith in the house and its policies they cannot have that confidence and that enthusiasm which salesmen must have who are going to make good. No employer is going to get very far if he asks his men to go out and tell lies for the house.

What it amounts to is this—once start in on a policy of now and then making a special concession, and soon there is no stopping it. It spreads, as a practice, from territory to territory—from salesman to salesman. It weakens the morale of the individual salesman because once he can make a confidential concession to one customer, he naturally resorts to the same tactics the next time he meets with a difficult situation.

Actually, there is no such thing as a truly confidential concession. Even though the buyer may not divulge the arrangement, it is known inside the seller's organization. And the morale of the

whole company is broken thereby.

Right now we have to take a very firm hold on ourselves and make up our minds to sit tight. Orders are not easy to get. Salesmen who are working on commission are finding it doubly hard to get satisfactory commission checks. Salesmen who are working on salaries are giving the house shivers when the selling cost is figured up.

Every sales manager is striving with might and main to hold to the minimum a selling cost which has jumped up sharply. And the buyers not only know this but are taking advantage of it. Many a time the buyer is in a most trying position. His firm looks to him to find articles which can be sold at a price to bring in customers. No buyer can expect to hold his job who does not buy at the bottom of the market.

With the buyer searching for salable articles at attractive prices, salesmen are often at their wits' end to close the sale.

A few weeks ago two salesmen of household utensils were making a fight for business. One had a nationally known and advertised line while the other's line was not advertised and had always been largely a jobbing proposition, offered on a contract basis.

Naturally the salesman with the advertised line had much more salability to offer the buyer. But the buyer put it up to him this way: "You are asking me full 20 per cent more than I can buy this other line for, and so far as I can see, their line is just as good as yours. I know you are going to talk about your advertising, but right now people are interested in price. And I have to give them what they want. Now, either you are going to be out of the picture and I take on the other line, or you will have to sharpen your pencil and talk turkey."

The prospective order ran into thousands of dollars. It was the first good-sized order this salesman had had in sight for weeks. The buyer finally offered him the order provided his house would allow him 10 per cent for "advertising co-operation." The salesman

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wired and telephoned the house. The sales manager could not be moved. Finally, the buyer said: "I don't mind telling you your line is more salable than the other one, but not to the extent of 20 per cent. Here's what I will do. I've written up the order for double the amount we discussed and made it read subject to 10 per cent advertising allowance. Take it along with you and send it in. Maybe when they see it, they'll grab it and fill it."

The buyer proved correct. When the order running into several thousand dollars was laid before the sales manager, he took it in to the president of the company before turning it down. The president had just had a long talk with his board of directors who found fault with an inventory which, at the moment, was high. And the president snapped out: "Take it. We'll show a profit on the deal and it will help get our inventory down!"

The day after that house took that order, I talked to that salesman and he told me what his house had done.

"We took the order," the salesman said. "It's the first time I ever knew the house to break its price. I guess we need the business mighty badly. But all the same, I'm sorry about it. Business will pick up again. We could have gotten along without this order. But I can never again feel that the house is really 100 per cent back of its sales policy. Once a house deviates on the matter of price, it is apt to do it again."

The present general business condition is causing many a salesman, many a sales manager and many a head of a company seriously to consider weakening, at least temporarily, and catering to expediency.

Such catering to the needs of the moment need not be confined to any particular period. There are frequently situations to be met when for one reason or another a quick movement of merchandise is advisable—even necessary. Isn't it far safer, under such conditions, to put on a "bargain sale" which all customers may be invited to

attend rather than try to make it a confidential matter, limited to a few?

A few years ago, I heard of a manufacturer who found himself suddenly overstocked when a certain large export market collapsed through conditions in that foreign country over which he had no control. He was compelled to get quick action. He did not wish to let his product get out into the hands of just two or three huge buyers who would, in turn, offer it at a cut price and demoralize his regular market. Still he had to have quick action.

What he did was this: He wrote to each of his regular customers and said: "I have so and so many of these articles I must move in a hurry. To move them quickly, I am cutting the price on this lot exactly 25 per cent. And I am allotting them to all my regular customers in proportion to their purchases so far this year, on the basis of one gross of this bargain lot for each ten gross they have purchased. You are therefore entitled to so and so many gross at the regular price less 25 per cent. This offer holds good for ten days only."

Fair and Above-Board

The plan moved the excess stock of merchandise. It did it in a fair, above-board manner and there was no flooding of the market in any particular locality.

No purchasing agent who has once broken a firm's price in the slightest ever feels sure thereafter that he is getting the lowest price. Invariably, he will stand off and haggle and trade and bargain. When he is finally ready to buy, he will offer the salesman an order with an additional cut in price tacked on. He figures this way: "They are now asking \$1 a dozen. They've come down from \$1.20. They've come that far, they'll probably come down to 95 cents. I'll offer that anyway. I've got nothing to lose—everything to gain—they'll probably take it."

A house which drops its price several times is apt to drop a little more to clinch the order. Hours, often days, of a salesman's time

are wasted and, in the long run, the merchandise is usually finally bought at a lower price than was necessary to get the order.

But when there is no definite rock bottom to which the salesman can adhere, he is as much at sea as the buyer himself. It is highly unsatisfactory selling for all concerned.

On top of that, when the salesman is given a price list, only to be permitted a little later to break it with a confidential concession, the salesman himself never does know how much lower the house will go. He knows that the house is not treating fairly and honestly the buyer who does not ask for something extra.

He says to himself: "I wonder how much the house is giving to its other men to help them close big orders." It is a perfectly natural stand to take.

Once he takes that stand, the moment a big order comes in sight, he is going to fortify himself with a price concession. It is amazing the number of reasons for a price concession which the salesman can conceive once he knows the house will give a concession under pressure.

As one purchasing agent said to me: "No experienced purchasing agent is puzzled long on this matter of price. Talk with a salesman for a few minutes and you ferret out quickly whether there is an inside price or not. Personally, I'd rather deal with a house which will not deviate. Then I know just where I stand. But when I do sense that there is a concession to be had under pressure, then I owe it to my house to bring that pressure to bear. I've got to get it out of that salesman."

But the most unfair thing to the salesman was explained by one of the buying profession as follows: "A salesman who once starts to sell by giving concessions is no longer selling his product. He unconsciously drifts into the practice of talking price and price concessions. He will soon tell you honestly that he can't sell without now and then making a concession. And he is not only perfectly sincere in his statement but more

than 50 per cent correct. His real effectiveness as a salesman is far gone.

"Only a severe and drastic move will bring such a man back into line—back for his own good."

It is often a hard thing to pass up a fine account—to pass up definitely an order running into thousands of dollars when a little concession would bring it in at a good profit to the house. But to the salesman who has worked under both plans, there is definite assurance that when a house once makes even a slight concession, it is absolutely and inevitably starting something it can't finish.

If there is such a thing as a "dope habit" in business, it is the practice of giving a private concession, or secret rebate, or confidential allowance. It is vicious, demoralizing and humiliating. If we are free from it, by all means let's stay out, even at the cost of the biggest order that ever came along. If we're in it, let's drop it in a hurry, while we may—if we can.

W. O. Floing, Vice-President, Frey Agency

W. O. Floing has joined the Charles Daniel Frey Company, Chicago advertising agency, as vice-president. He formerly was head of W. O. Floing, Inc., New York, which was recently consolidated with Fidelis Harrer, Inc., Chicago, under the name of Color Photography, Inc.

Has Anchor Fence Account

The Anchor Post Fence Company, Baltimore, has appointed Donahue, Coe & Mayer, Inc., New York advertising agency, to direct its advertising account. Newspaper space, both black and white and rotogravure, will be used as well as magazines, business papers and direct mail.

Ludlow Valve to Tyson Agency

The Ludlow Valve Manufacturing Company, Troy, N. Y., has appointed O. S. Tyson and Company, Inc., New York advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Curtis Publishing Appoints Morton Bailey

Morton Bailey has been appointed Pacific Coast manager of The Curtis Publishing Company, Philadelphia. His headquarters will be at San Francisco.

Why this extravagance?

For years the Chicago Evening American has been sold on Saturdays for five cents, and all other Chicago evening papers for two and three cents.

What might be expected is significantly *not* the case. The Chicago Evening American is by a wide margin Chicago's preferred evening paper on Saturdays as on other days.

People in the mass are not given to consistent extravagance, even where only pennies are involved. Certainly they would not for years pay more for one newspaper than for another if they didn't have a genuine and deep-rooted preference to move them.

Back of Chicago's highest-priced Saturday newspaper's lead in its field of over 80,000 copies, maintained for years, are very clear and very sound reasons highly important to advertisers. The Boone man will tell you those reasons—and you can't afford not to know them.

CHICAGO EVENING AMERICAN

a good newspaper



National Representatives: Rodney E. Boone Organization

Let's get right down to **FUNDAMENTALS**

BUSINESS history provides fundamentals upon which every manufacturer, distributor or sales manager may wisely base his campaign to capture sales. Such facts are an accurate guide in laying preliminary plans, securing adequate distribution, apportioning appropriations and fixing sales quotas. ▲ ▲ ▲ ▲

With these facts and proven experience to go on, there's little necessity or excuse for costly guesswork. ▲ ▲ ▲ ▲ ▲ ▲

As evidence of the soundness of this premise, let us point out its application in advertising to the greatest market in America . . . Metropolitan New York. ▲ ▲ ▲ ▲ ▲

Merchandising history in this huge market place points to one medium that has over a period of years proven equally proficient in stimulating sales for products widely diversified in price range, character and use. ▲ ▲

This medium . . . the New York Evening Journal . . . offers advertisers the opportunity of dominating the whole New York Market effectively, economically, without duplication . . . and at a single cost! ▲ ▲ ▲ ▲ ▲

NEW YORK EVENING JOURNAL

REPRESENTED NATIONALLY BY THE
RODNEY E. BOONE ORGANIZATION

**There are two
things to do
when planning
a campaign
for Detroit.
First, call in
the Boone Man
and get
facts
and then
schedule
The Detroit Times
and one other
paper.**

"THE TREND IS TO THE TIMES"

Represented nationally by the RODNEY E. BOONE ORGANIZATION

Here's a New Idea in Co-operative Advertising

Multi-Page Technique of Men's Apparel Group Promises Added Forcefulness for the Industry Message

IN its forthcoming spring co-operative advertising campaign, the Men's Apparel Group will introduce a new development in the technique of presenting the institutional message of an industry. The plan combines the co-operative copy with a multi-page section of magazine space consisting of individual advertisements of the participating manufacturers. This grouping of competitive advertisements, the sponsors believe, will lend material reinforcement to their joint message promoting better dress on the part of the American male.

The organization, which has increased since the initial announcement of its program to a membership of twenty-seven leading men's wear manufacturers, will use, in each of two magazines, a full page of copy, stressing the business importance of correct dress. This will be followed by full-page and double-spread merchandise advertisements of the individual members, some of which will appear in both publications, others in one. The aggregate number of pages will be seventeen in one of the magazines and at least that number and possibly more in the other.

The multi-page plan, the committee in charge of the campaign felt, offers these three elements of added forcefulness for the co-operative effort:

(1) The message is presented not only in terms of an idea, but is translated directly into terms of the actual merchandise. The way

is definitely paved for that idea to become a concrete, over-the-counter expression on the part of the consumer.

(2) Side-by-side appearance of competing advertisements obviously lends physical dominance to the



THE FOLLOWING PAGES are offered as a service to all men who give thought to their appearance.

The matter of dress has assumed such vital importance in recent years—it is so potent a factor today in the success or failure of every man—that none can afford to neglect it.

To make good dress more easily attainable, to give men a more definite and comprehensive guide to appearance, twelve leading makers of men's wear join here in a unique exhibit—the first of its kind. The name of each maker is ample guarantee of authentic style, superior quality, and value. You cannot do better, in selecting your Spring apparel, than to choose it from these famous lines, and rely on the counsel of merchants who carry them.

During the period from April 15th to 19th, give particular attention to the display of your leading merchants in your store. They will feature apparel selected from the following pages. They will find it a particularly good way to increase their Spring wardrobe.

This Page Announcement Is Followed by the Individual Full-Page Advertisements of the Members of the Group

campaign as a whole. One page might be overlooked, but the opportunity for attention is considerably enhanced by a section of seventeen pages. Here is a bold, out-and-out application to advertising of that modern principle of business—co-operative competition.

(3) The attainment of an expanded objective is made possible. The good dress appeal is the main theme of the campaign. But the group also desired to create an impression of the importance of the

men's wear industry as a unit; to call attention to certain merchandise in the industry; and to implant in the consumer mind the idea of giving particular attention to the apparel worn at particular times of the year. All three of these aims could doubtless in some measure be realized by the use of a worded institutional message, but the multi-page presence of individual advertisements seems likely to get them across in surer, more impressive manner. It's a case of showing the prospect, rather than merely having him read about it.

In presenting the co-operative appeal and serving as an introduction to the "exhibit" of manufacturers' advertisements, the first page of one of the sections reads, in part:

The following pages are offered as a service to all men who give thought to their appearance.

The matter of dress has assumed such vital importance in recent years—it is so potent a factor today in the success or failure of every man—that none can afford to neglect it.

To make good dress more easily attainable, to give men a more definite and comprehensive guide to appearance, twelve leading makers of men's wear join here in a unique exhibit—the first of its kind. The name of each maker is ample guarantee of authentic style, superior quality and value. You cannot do better, in selecting your Spring apparel, than to choose it from these famous lines, and rely on the counsel of merchants who carry them.

It will be noted that in this copy the number of participants is set at twelve. In another publication seventeen manufacturers will be represented, and this number may be increased by the time the final deadline date is reached.

Standing alone, an institutional message of this sort could, no doubt, do a handsome job for the industry. That has been demonstrated convincingly and often in other lines where co-operative advertising has been used. But an industry's co-operative message is, by nature, an intangible one. It creates preliminary conviction in terms of a somewhat vague, ephemeral principle.

An immediate follow-up of merchandise advertisements, this group believes, will supply a valuable ele-

ment of direction to the institutional appeal. Encouraged to better dress, the prospect is led into a style show in print of all the actual apparel items—manufacturers of every important adjunct of the masculine wardrobe are represented in the sections—that contribute to it. The merchandise interpretation of the industry appeal is right at the turn of the page; no time element enters to dilute whatever favorable stimulus may have been set up.

The co-operative-competitive aspect of this technique is no less soundly grounded. Here the pooled prestige of a number of widely advertised brands operates to render more effective both the individual and the co-operative copy. Practically all of the manufacturers compete more or less directly with one or more of the others. In a broader sense, every one of them is competing with each of the others, unless it is assumed that every prospect buys a complete wardrobe. Yet the conflict is deeply submerged in the ultimate effect, for the analogy of the market place finds apt application.

The national advertising will be backed by a complete and carefully conceived localized merchandising program. The co-operation of dealers throughout the country is being solicited and facilitated. They are being encouraged to tie in with the magazine sections by advertisements in their local newspapers beginning April 10 and continuing through to April 19, the strategic period in the spring apparel buying season. Merchandise displays in windows and store interiors of the apparel featured are also scheduled for appearance simultaneous with that of the national advertising.

Special newspaper advertisements have been designed and mats of these made available to dealers. Showcards for window trims will also be supplied to dealers. These will contain the picture symbol of the campaign and the name and slogan of the manufacturer supplying them.

Both the national advertising and the tie-up work feature extensively the emblem of the group, which

Is your product sold to buyers in the home or in the office?

Whether you sell to purchasing agents or housewives; whether your message is intended for the buyer in the office or the boss in the home, we can put it into a folder or booklet or broadside that will be a real attention-getter. ◀ ◀ ◀ ◀ ◀ ◀



CHARLES FRANCIS PRESS

PRINTING CRAFTS BUILDING

461 Eighth Avenue

New York

will be made a prominent and permanent identification mark in future good dress campaigns. It consists of a military figure beating a drum and bears the legend "Correct Apparel for Spring." The wording of course will be varied to suit the season. It appears at the top of the introductory page and in reduced size in some of the manufacturers' advertisements. Since some of the participants already had plates made for their spring advertising when the co-operative project was decided upon, the figure does not appear on all pages of the section. In the future, however, it is proposed that this insignia shall be widely used to secure acceptance as a mark of style, quality and value in men's wear. It will also be used this season in the newspaper advertisements of dealers who handle any of the lines of the co-operating manufacturers.

The activities of the group are being directed by a committee composed of the representatives of six manufacturers, of which D. H. Steele, vice-president of Wilson Brothers, who conceived the plan, is chairman. The others are:

H. L. Hochstein, Fashion Park, Inc.; A. O. Buckingham, advertising manager, Cluett, Peabody & Company, Inc.; George Stroud, advertising director, B. Kuppenheimer & Company, Inc.; W. E. Smith, vice-president, Alfred Decker & Cohn, and M. H. Wright, advertising director, John B. Stetson Company.

The list to date of co-operating manufacturers includes:

The Abbott Company, Alfred Decker & Cohn, Cheney Manufacturing Company, Cluett, Peabody & Company, Inc., Cooper's, Inc., The Crofut & Knapp Company, Erlanger, Blumgart & Company, Inc., Franc-Stromenger & Cowan, Inc., H. B. Glover Company, Goodall Worsted Company, Hedshon-Berg, Inc., Hewes & Potter, Holeproof Hosiery Company, Hickok Manufacturing Company, Inc., Jantzen Knitting Mills, Johnston & Murphy, George E. Keith Company, B. Kuppenheimer & Company, Inc., Lewis Knitting Company, The Mallory Hat Company, The Middishade Company, Inc., Moorhead Knitting Company, Inc., Pioneer Suspender Company, Shirtsraft Company, Inc., J. P. Smith Shoe Company, John B. Stetson Company, and Wilson Brothers.

The Men's Apparel Group is as

yet an informal organization and this is its initial advertising effort. But its future already looms large. A similar campaign has been decided upon for the fall season and a number of manufacturers in addition to those included in the spring campaign have expressed an interest in the venture. An ultimate nation-wide hook-up of manufacturers and dealers is expected.

H. T. Breeding Joins National Trade Journals

Harry T. Breeding, formerly president of Breeding, Murray & Salzer, Philadelphia advertising agency, has joined National Trade Journals, Inc., New York, as director of sales promotion.

Frank B. Morgan, formerly business manager of the Building Age Publishing Company, a Chicago subsidiary of National Trade Journals, has been transferred to the New York office of the parent company, as business manager, and has also been elected assistant treasurer.

Fred S. Sly, formerly vice-president of the *American Architect*, New York, has joined National Trade Journals in an executive capacity.

Advanced by Loose-Wiles Biscuit

W. W. Wachtel, formerly manager of advertising and sales promotion of the Loose-Wiles Biscuit Company, Kansas City, Mo., has been advanced to the position of manager of the company's enlarged general sales department, which has recently been organized with headquarters at New York.

H. L. Denham, formerly general sales representative, has been transferred to the general sales department and advanced to the position of sales promotion manager, with offices at New York.

B. C. Lawton, assistant advertising manager, remains in charge of the advertising department, which is located at Kansas City.

N. A. Fyffe Joins Redfield-Coupe Agency

Norman A. Fyffe, formerly with Michaels & Heath, Inc., New York, has joined the staff of Redfield-Coupe, Inc., advertising agency, also of that city, as an account executive. He was president of the former Fyffe & Bond Corporation.

New Account for Erwin, Wasey

Indu, Inc., Chicago, manufacturer of Indu hand jelly, has appointed Erwin, Wasey & Company, at that city, to direct its advertising account. Newspapers will be used.

JOHN CALVIN of Reformation days and Socrates who made Plato famous lived on fifty dollars a year.

¶

BUT that was some time ago. In the twentieth century fifty dollars makes one monthly payment on an automobile.

¶

DESPITE their genius, would John Calvin and Socrates have been good prospects on which to squander the ammunition of advertising, which is money? Yet we have stern and strident advocates of the "appeal-to-them-all" stuff. We have no quarrel with genius, but we must not forget that ours is a business civilization, and we are also of the opinion that Boards of

Directors are beginning to take a rather uncompromising attitude that advertising ought to help make more profits.

¶

"SCATTERATION circulation" purchase is we believe premised on the school boy logic that "if once naught's nothin', twice naught must be somethin'."

¶

IN The Detroit Free Press your advertising will pick out *spending power*, which assists copy appeal to help make profits.

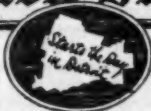
¶

AQUARTER million families daily—a third of a million Sunday are at your disposal for sales-making.

The Detroit Free Press

VERREE &

National



CONKLIN, INC.

Representatives

New York

Chicago

Detroit

San Francisco

ty defines..... the OKLAHOMA CITY MARKET.

The Fitzgerald Advertising Agency, in its "Survey of Southern Markets", contributes some interesting data which again prove that the Oklahoma City Market is first in size, population, wealth, and all other indicia that establish a market as the leading sales territory in its state. At the left we illustrate how the A. B. C., 68-mile Oklahoma City Market, shown by the heart line, fits into the Fitzgerald area, shown by the white counties.

In this area the Oklahoman and Times give advertisers 14,937 more circulation daily, at less than one-half the advertising cost per thousand circulation than all 24 other daily newspapers published in the same area combined, including the third Oklahoma City newspaper.

At the left are the figures for the Fitzgerald area.

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**THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES**

The Oklahoma Publishing Co.
THE OKLAHOMA FARMER-STOCKMAN

ACTUAL FACTS FOR THE INFORMATION OF SOAP MAKERS

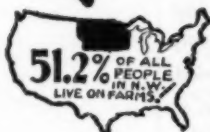
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In Northwestern Agropolis there are 343,000 big family washings being done every Monday morning; 1,610,000 baths taken regularly; 3,220,000 hands being washed morning, noon and night. There's at least one member of every family who needs her special brand of facial soap.

Exactly 88.7% of this soap is purchased in towns of 2,500 or less. Merchants in these trading centers are supplied from a single wholesale district.

A single advertising medium covers this vast market. The FARMER is the first home paper, in this first home district of the Northwest, with a larger circulation (262,000) than any other publication of any kind in the territory.

Complete information from a special soap investigation in this territory is available to you for the asking.



THE FARMER
and
Farm Stock & Home
SAINT PAUL, MINNESOTA

New York Office: Wallace C. Richardson, Inc., 250 Park Avenue
Chicago Office: Standard Farm Papers, Inc., 307 N. Michigan Ave.

Member Standard Farm Paper Unit

How Montgomery Ward Builds Retail Store Personnel

The Long Apprenticeship Idea Gets a Jolt When Ward Assembles 10,000 Retail Store Employees in Two Years

Based on an Interview by G. A. Nichols with

George B. Everitt

President, Montgomery Ward & Co.

IN his recent annual report to the stockholders of Montgomery Ward & Co., George B. Everitt, president of that organization, had this to say:

"For several years your company has been engaged in retail expansion. In 1929, we opened 285 chain and department stores and during the last two years have placed in operation more than 550 stores. A retail organization of approximately 10,000 people has been created in this comparatively short period. . . . During 1930, we will endeavor further to improve the efficiency of our present stores rather than strive for increased volume through the opening of many additional retail units."

How were all these people, who during 1929 sold merchandise aggregating \$124,853,448, found and trained? Can a store sales staff be built out of green people? More important yet, where did the company get its 550 managers? A retail store can be successful only as its manager is efficient, and much practical education is required; in one large organization men have to serve an apprenticeship of from five to seven years before they can be managers, and the head of that chain has frequently said that its only hindrance to substantially unlimited expansion is its difficulty in developing

men to a point where they could operate stores successfully. How, then, was Ward able to move so fast in this direction when others have had to proceed so slowly?

"The building of personnel was obviously the biggest problem connected with the expansion program," said Mr.

Everitt. "We were setting out to build a retail store system essentially and fundamentally different from any in existence. If we had been planning a standardized chain of the kind that had proved so successful for other great organizations, our problem would have been relatively simple. But we were not and from the very nature of things we could not; we are a mail-order house and necessarily had to operate what might, in a way, be termed a mail-order

THE commonly held theory concerning training retail store personnel is that long, continued coaching is necessary before a man can be trusted to manage a store. One large chain organization insists that its men serve an apprenticeship of from five to seven years.

When Montgomery Ward & Company embarked on a program that involved opening 532 stores in two years, and building a store organization of some 10,000 people, it could not afford to subscribe to any such theory. How it solved this tremendously important problem is explained by George B. Everitt, president, in the accompanying article.

der retail store business.

"Our centralized buying had to be done and merchandising plans made so that the catalog could get out on schedule; and it takes months of intensified, carefully planned effort to produce a modern mail-order catalog of more than 600 pages. But, with the advent of our chain idea, we had to work out a plan of wholesaling to our stores—a plan that would be closely synchronized to the mail-order machine without detriment to either. In other words, we had to proceed almost wholly

on pioneer lines without precedent to guide us.

"Mail-order merchandising is different from chain-store merchandising, among other things, in that the catalog with its more than 40,000 items appeals and applies to the country as a whole; whereas the single store unit with its relatively limited line (4,000 items or so) must be individualized so as to fit in more or less specifically with the needs of the community it serves. If it were possible to offer 40,000 items in each store as they are offered in the catalog—which, of course, is a 'store' in itself—the vital difference between the two methods of merchandising would not exist.

"I mention this merely to emphasize the fact that we had an entirely new problem to think through. What we had to do, then, was to build our retail store personnel on an entirely new pattern, and we did not know what this pattern was going to be until we had tried out some preliminary store experiments, discarded the unworkable methods and pieced together the good features. We had to find out some things and then teach them to the men who were going to manage these stores for us."

It was right here that Mr. Everitt and his associates learned something about personnel that seems to shake the whole theory that long continued training is essential before a man can be trusted to manage a chain store. If Ward had insisted that each potential manager should undergo five or seven years training, it probably would have needed twenty years to establish as many stores as it actually opened in two years.

"What we did," Mr. Everitt said, "was to hire some men with retail and chain-store experience and, after a preliminary course of instruction, put them to work in the few stores we had in the beginning. A few weeks of intensified work along this line was usually sufficient to give the men enough of a vision as to what we were trying to accomplish to justify us in placing them in charge of new stores.

"To get the necessary human material we followed the natural and obvious course; we advertised for men with retail experience who had managerial aspirations, and out of the avalanche of applications were able to select men having an apparent potential ability of such a nature as to justify us in putting in time upon them. They were assigned to work in our existing stores and from there graduated into managerships as fast as the stores were opened. We did not approach any of these men personally in an effort to hire them away from their existing connections; we made it known that we were in the market for men, and they came to us."

Mr. Everitt does not contend that the men thus made managers were completely finished products; they had not demonstrated and proved their competence such as they might have done if they were put through a long course of preliminary instruction and had worked up to their executive positions by degrees. But they were men of intelligence, breeding and good address—qualities that no amount of so-called training can produce. They had gained considerable merchandising experience in their previous connections and, during their few months with Ward, had been able to gain the vision of that house in at least a limited way. They were teachable, sympathetic and enthusiastic; otherwise they would not have been made managers.

It is the Ward theory—and that the theory is sound seems to be borne out by the results achieved by the chain stores up to date—that men of this type will at least do what they are told to do, and try to accomplish their tasks with their brains and hearts as well as with their hands and legs. If there is somebody in the organization competent to lay out a complete working plan for these stores and who can get managers with sufficient mental equipment to interpret, follow and apply his plans, then it would seem that long-continued preliminary training, while desirable, is not essential.

There is such a working plan at

LOS ANGELES EXAMINER
PUT YOUR MESSAGE BEFORE THE MODERNS

Ward's. It was thought through in full recognition of the peculiar and individual merchandising factors involved and is being successfully administered. If the store manager will observe the system faithfully and put even an approach of imagination into his work, he is going to be able to conduct his store successfully.

Each month, the Ward store manager receives a book outlining in full detail his sales activities for the succeeding month, and if he follows it he cannot go far wrong. This monthly chain-store sales manual, consisting of 128 pages, is necessarily confidential. Mr. Everett was good enough to give me a copy of the March issue, knowing that it would not be misused. However, inasmuch as March will be nearly gone by the time this article appears in print, it is not out of order here to give readers of PRINTERS' INK just a peep at what the March sales program sets forth as a working model for all the stores.

For selling purposes, the country is divided into three zones which are clearly shown on an outline map of the United States and the zones vary somewhat from month to month in accordance with climatic and other conditions. Each month certain merchandise is listed for special promotion in each zone, and the book shows in full detail how the promotion shall be accomplished. Window displays are provided with full instructions for building them and the manager is told just when to dress each window. There are completely executed layouts for newspaper advertising which are timed to appear when they can best supplement the general advertising appearing in the magazines. Interior displays, including ledge and counter trims, are scheduled to appear on certain dates which will fit in with the general program; and the schedule must be religiously followed, both as to the time of the display, its position in the store and the manner in which it is executed.

A good idea of the completeness of the Ward system for telling the store managers just what to do and

how to do it can be gained from a study of the window display installation schedule for March. This follows:

Installations to be made Thursday Evening, February 27:

Women's Fashion—New Spring Styles All Zones

Window No. 1. Introducing the new spring fashions.

Home Sewing Week All Zones

Window No. 2. This window is a tie-up with Home Sewing Week (February 27 to March 5) and newspaper advertisement C-18 March 3 featuring yard goods, patterns, sewing machines and notions.

Riverside and Trail Blazer

Tires All Zones

Window No. 3. This display makes a bid for Spring business with a tire for every need and a complete line of accessories.

Installation to be made Thursday Evening, March 6:

Ward-O-Leum Rugs—Cretonnes All Zones

Window No. 1. This window display is a tie-up with the National Advertisement in *Pictorial Review* for March.

Men's Dress Shirts \$1.98... All Zones

Window No. 2. Presenting the excellent "Nu Fashioned" dress shirts in colors and white with an appeal to buy NOW.

Men's and Women's Shoes.. All Zones

Window No. 3. The style trend in spring footwear with scarfs and accessories.

Installation to be made Thursday Evening, March 13:

"Hawthorne" Bicycles All Zones

Window No. 1. This window display features bicycles and sporting goods and tie-ups with National Advertising sponsored by Cycle Trades Association.

Women's Silk Hose and Corsets All Zones

Window No. 2. Nationally Advertised Foundation Garments and Golden Crest Hosiery (McCall's for March) Newspaper advertisement preceding window display, C-19 featuring hosiery March 9 or 10.

Women's and Children Kayon

Underwear All Zones

Window No. 3. The new pastel shades for spring at popular prices.

Installation to be made Thursday Evening, March 20:

Furniture All Zones

Window No. 1. A spring showing of furniture announcing complete furnishings for every room.

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Panning Out

Advertising campaigns have the habit of "panning out" well when they're backed by the 50 years of reader confidence established by the Examiner. If further reason were needed, the Examiner's 34-year record of unbroken circulation and advertising leadership — in this 55%-richer-than-average field—should supply it.

SAN FRANCISCO EXAMINER

*One of the 28 Hearst Newspapers
read by more than 20 Million People*

IN NEW YORK CITY: W. W. CHEW, 285 Madison Ave.
IN DETROIT: A. R. BARTLETT, General Motors Bldg.
IN CHICAGO: J. D. GALBRAITH, 612 Hearst Bldg.
IN SAN FRANCISCO: F. W. MacMILLAN, Hearst Bldg.

.... It takes and 3,499 others .

... to render one of the most unique and efficient home delivery services maintained by any American newspaper. 97% of *The News* circulation is home delivered. From every angle... editorial excellence, news content, general make-up, and scientific balance of news, advertising and features... The News is built for—and gets—readership where readership means most—in the home. Like a well-loved and dependable friend, it comes to nearly 138,000 Hoosier doorsteps every evening. Translate this exceptional degree of reader acceptance and confidence in terms of selling power... and you have one compelling reason why, in this rich Indianapolis market,

The News . . . ALONE . . . Does the Job!



The
INDIANAPOLIS NEWS

Sells **The Indianapolis Radius**

DON BRIDGE, Advertising Director

New York:

DAN A. CARROLL
110 East 42nd St.

Chicago:

J. E. LUTZ
Lake Michigan Bldg.

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16 NEW ADVERTISERS IN THE MARCH ISSUES

Dictaphone Sales Company
Georgia Power Company
Public Service of Northern Illinois
Hercules Powder Company
Fairbanks, Morse & Company
National Assn. of Flat Rolled Steel Mfgs.
Executab Corporation
Stone & Webster Engr. Corp.
Carpenter Steel Company
Allis-Chalmers Mfg. Company
Commercial Credit Company
Electric Service Supplies Co.
London-Midland & Scottish Railways
Portland Cement Association
John Wiley & Sons, Inc.
Coca-Cola Company

There were 14 new advertisers in January
and 14 more in February making the total

44 SINCE JAN'Y 1ST

THE BUSINESS WEEK

A Journal of Business News and Interpretation

NEW YORK • CHICAGO • SAN FRANCISCO • DETROIT
ST. LOUIS • PHILADELPHIA • BOSTON • CLEVELAND
GREENVILLE • LOS ANGELES • LONDON

A. MCGRAW-HILL PUBLICATION

- Tie-up with *Woman's Home Companion* for March and followed with newspaper advertisement, C-25 released March 27.
- Riverside and Trail Blazer Tires All Zones
- Window No. 2. This is a repeat window display photo No. 378, originally installed February 27 March Sales Program.
- Clean Up and Paint Up All Zones
- Window No. 3. Takes advantage of the annual spring house cleaning period. Followed with newspaper advertisement C-23 released March 21.
- Installation to be made Thursday Evening March 27:
- Women's Fashions, Pre-Easter Showing—First Fashions for Spring All Zones
- Window No. 1. Tie-up Newspaper Advertisement C-25 March 27 featuring women's and misses apparel.
- Men's Suits All Zones
- Window No. 2. Features Men's Suits and Accessories for Spring. National tie-up with *Saturday Evening Post* March 27. Followed by newspaper advertisement C-26 men's clothing released March 28.
- Paints and Varnishes All Zones
- Window No. 3. Tie-up with *Standard Farm Magazine*, National Advertisement March 29.

If the manager intelligently, or even mechanically, applies this schedule (and the monthly manual has other detailed data which I am not revealing here) he is going to have a thoroughly up-to-date store; his window displays will be second to none in the town—or very likely the best in most towns; his local newspaper and direct-mail advertising will be of high quality and closely allied with the general consumer program. And, as he goes along, he naturally is going to learn for himself a great deal about the Ward method of doing things and doubtless evolve some original ideas which will be helpful to the whole system. Moreover, the entire plan of operation is an inductive method of enabling him to learn the company's merchandise in its application to certain seasons—a much better plan, Mr. Everitt and his associates have learned, than the previous method of attempting to teach the managers the merchandise as a whole.

It is not surprising that, under this system, Ward should rank adaptability and responsiveness as above experience. There is not a great deal of comfort here for some of us middle-aged fellows with gray hair who think we know a great deal and who, if we should have to take a new job some time, would probably try to tell the boss how to run his business.

"Some of our candidates for managerships," Mr. Everitt said, "were men on the shady side of forty, with rather successful experiences behind the counter, who had unfortunately become set in their ways. They would not, and perhaps some of them could not, respond to the new way of doing things. Others, with their experience and knowledge as a background, were able to approach their new connection from the young man's viewpoint; they were teachable and eager to learn. Such men are invaluable to us; they can proceed much more rapidly than can the younger man without experience, the main reason being that they have not so much to learn and their more or less trained minds can assimilate new merchandising principles. They are in very much the same position, I imagine, as is the college or university graduate who is sensible enough to recognize that his degree can be an advantage or a detriment in proportion to his ability and willingness to absorb instruction.

"Generally speaking, however, human nature being what it is, we like to hire managers who have not too much to unlearn. Such men are less likely to be hampered by inhibitions and can enter more fully into the merchandising methods which we have found to be the best for a retail store system operated by a mail-order house."

In the matter of salespeople in the individual store the same general principles apply. Experience in the applicant for a store job is regarded as an asset, but ability to absorb ideas and instruction is even more important. The firm has a rigid policy of not attempting to hire away clerks from other stores in a town. The manager must pay the same general wages that are

received by the rank and file of clerks in that community and must under no circumstances invite a clerk who already has a job to come to work for him. If the clerk wants to make application, that, of course, is another matter.

"Working on such a system of absolute fairness and courtesy to competing dealers," Mr. Everitt said, "does not in any way militate against the high standard of our store personnel. When we open a new unit, we secure our help by the obvious method, namely, advertising for it. And we have plenty of applicants. Other things being equal, we usually have the best results by not insisting upon experience as a prerequisite to employment in our stores. We hire high-grade and intelligent men and women whom we can teach and it is inspiring as well as a bit surprising to see the swiftness and precision with which they learn our method of selling.

"The character of the merchandise itself and the whole plan upon which our business is administered is, of course, responsible to a considerable degree for our quick success in teaching comparatively untrained people to become efficient clerks. The merchandise is properly priced and sufficiently advertised; hence there is created a condition of consumer acceptance which makes the clerk's work relatively easy and more or less a matter of routine. And if the salesperson has vision and ability—qualities we are constantly on the lookout for—he is bound to rise; we shall open new stores and require more managers.

"It must be remembered, of course, that we had a very distinct advantage in that a large part of our store trade knew all about the merchandise from our catalog. They did not need or expect high-pressure salesmanship. Therefore, relying to quite an extent on the enthusiasm and willingness of youth, as against the experience of age, and the fact that most of our trade for some time at least would be our old catalog customers, our rapid expansion program was not so much of a gamble on personnel, after all."

There are going to be more

Ward chain stores established during 1930. The real estate department is continually on the outlook for favorable locations. But the expansion is going to be more gradual from now on. The move "further to improve the efficiency of our present stores," as mentioned by Mr. Everitt in his report to the stockholders, means that intensified training is going to be put in on the existing organization with the object of improving its personnel to the highest standard and thus have a large nucleus around which future expansion can be built.

Benson, Gamble, Johnson & Read to Dissolve

Benson, Gamble, Johnson & Read, Chicago advertising agency, will dissolve April 1.

Gamble & Company, Ltd., has been formed by T. S. Gamble, president of the present organization, to succeed to a large portion of the agency's business. He had been with the agency ten years, when it was organized as Benson, Gamble & Slaten, later becoming Benson, Gamble & Crowell. John Benson retired from active participation in the business in 1929 to give full time to his duties as president of the American Association of Advertising Agencies.

George H. Read, another of the partners, will re-establish the agency of Johnson, Read & Company. Carl Johnson, his original partner in that firm and the fourth of the principals in Benson, Gamble, Johnson & Read, died last year.

Burnett's Vanilla to B. B. D. & O.

The Joseph Burnett Company, Boston, Burnett's vanilla and other extracts, has appointed Batten, Barton, Durstine & Osborn, Inc., to direct its advertising account.

This agency also has been appointed to direct the account of the Silk-Eze Corporation, Boston, powdered soap.

Both accounts will be served from the Boston office.

To Handle May Oil Burner Canadian Advertising

May Oil Burner of Canada, Ltd., has appointed the Toronto office of the Ronalds Advertising Agency, Ltd., to direct the advertising in Canada of the Quiet May Automatic Oil Burner.

Murray Purves with Boston Bank

Murray Purves, for the last several years Northeastern manager of the Red-book, New York, has been appointed assistant to the president of the Exchange Trust Company, Boston.

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First--- and Why

The dominant advertising factor in the Los Angeles market is climate—sunshine all the year; no snow or ice; six to eight months without rain.

These conditions make outdoor life inviting, hence the inhabitants have elected to live in single-family dwellings with plenty of room for lawn and garden. The consequence is that Los Angeles has the largest municipal area in the United States, and, with the surrounding suburbs, countryside and outlying towns, forms what is essentially a single, vast metropolis.

Afternoon papers, due to the short time available for distribution, cannot cover this great area and therefore confine themselves principally (see "A.B.C." reports) to the 10-mile radius. Morning street sales on downtown corners likewise touch but a small fraction of the consuming population. Coverage to be effective must be market-wide and must reach the homes.

The Los Angeles Times pre-eminently leads in advertising because it conforms to the physical conditions of the place. It is delivered directly to the home. Its home-coverage embraces the entire Los Angeles zone.

Los Angeles Times

Eastern Representation: Williams, Lawrence & Cramer Co., 369 N. Michigan Blvd., Chicago, 285 Madison Ave., New York. Pacific Coast Representation: R. J. Bidwell Co., 742 Market St., San Francisco. White Henry Stuart Bldg., Seattle.

Why Rating Scales for Selecting Salesmen Are Worthless

Some Suggestions for Determining an Applicant's Qualifications

By George Biggs

JUST what goes to make up a good salesman? What outward signs mark him as material worth employing and training? How can a busy and harassed sales manager minimize the difficulties of his job by making fewer errors in selection? I have spent a good deal of time in studying and reading and trying to figure out answers to these questions, but the net of it is to date that I know less than I did when I started. Nor have I met anyone else recently, with the exception of some very young sales managers, who know much more about it than I do. One old-timer who has been in charge of a pretty large sales force for nineteen years expresses it pretty fairly in the words: "You find salesmen where you find them."

Probably the most elaborate sales selection and training effort of recent years was engaged in by some of the tire companies back in those lush and golden days of 1919-20. Our own company had departmentalized its personnel division. This meant that the boss spent his time at Atlantic City mostly, and two of the "young executives" spent theirs gamboling about from one branch office to another recruiting new men. I drew the assignment of staying at headquarters and conducting a short course of sprouts for the new hopefuls. Additional cogs in our organization included two other buck privates

who had charge of special courses, one in accounting and the other in repairs and adjustments. Then there was an assistant to the personnel manager, two statistical assistants and quite a flock of secretaries—one of the latter assigned to handle the burden of my correspondence which amounted to not more than two letters weekly. I loaned her to Jim Eidson who had some vague connection with the solid tire experimental division, but was temporarily assigned to the trade research and extension division for special work. He was writing a book, I recall, and would dictate to my secretary in the morning and to another blonde young thing borrowed from the advertising statistics division in the afternoon. That was a good book. I read some parts

of it and liked them immensely, but later that winter when the firm raised all our salaries and presented us with Christmas bonus checks, Jim got like the colored gentleman who "had a quarter" and did not finish it.

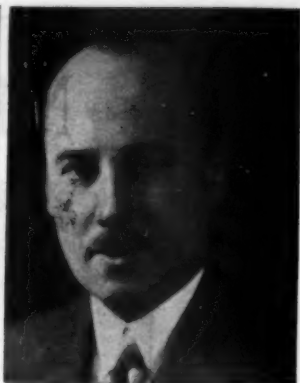
We had a conference about every fortnight, usually in Chicago, though we occasionally met in the Hollenden Hotel in Cleveland because of the splendid sea food procurable at that hostelry of revered memory. The last few were held in Toronto, due to certain restrictive legislation in the United States which tended to cramp our style. At these conferences, when a

WHAT does a good salesman look like? Nobody knows, of course. In fact, few sales managers even agree on what a good salesman is. Nevertheless, there seems to be a fairly common belief that it is possible to determine the probable sales ability of an applicant for a job as salesman by rating him according to a set scale or table of qualifications. Mr. Biggs believes that these rating scales are worthless and that references from former employers are also of little value.

How, then, can a sales manager size up an applicant? Mr. Biggs, who is with one of the large oil companies, tells here how he does it.

"
From beyond
 the
 horizon"

by



FRANK MASON...

(President of the
International News Service)

When the well-known man bites the well-known dog—even if it be in the darkest part of darkest Africa—you'll read about it in the New York American. For to the men of the I. N. S. news is news—and nothing, neither time nor place nor circumstance, can stay them in their effort to get it to you. The International News Service is only one reason why the New York American is a great newspaper. But it is perhaps the chief reason why the American's foreign dispatches have the same air of intimacy and authenticity, and why they are just as complete, as the news of New York City which the American publishes. Everywhere on the face of the earth are I. N. S. correspondents. And every day the thousands of miles of wires which connect them with the New York American are kept hot with the news of nations—the news which makes the American a satisfactory paper even to the most internationally-minded readers.

THE

NEW YORK AMERICAN

PUT YOUR MESSAGE BEFORE THE MODERNS

Ask Mr. Maytag-



"I consider The Des Moines Sunday Register as the backbone of our advertising for Iowa sales. Our dealers in hundreds of Iowa towns, where no newspaper is printed on Sunday, look on The Sunday Register as their local Sunday newspaper. It is not only a very effective advertising medium, but a most economical one as well."

F. L. MAYTAG,

Chairman of the Board. Maytag Company.
World's largest manufacturers of Washing Machines

tag - - - - -

How's Business in Iowa?"

Maytag measures business in Iowa by a significant yardstick . . . trainloads, not carloads! In 1929, Iowans bought eight solid trainloads of Maytag Washers.

Measured by Maytag's nationwide sales average, the Iowa market demands twice as many Maytag Washers per capita as the average market.

How did Iowa business in 1929 compare with 1928? 53% better says the Maytag company. But how about 1930? Which way will the tide swing in Iowa? May we expect such high sales levels?

"In January, 1930, our sales in Iowa showed a 45% gain over January, 1929," was Maytag's answer. Is this not substantial proof that Iowa is going to return rich rewards to aggressive concerns in 1930?

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During the first two months of 1930, and for the past several years, St. Louis Department Stores placed the bulk of their advertising copy in the two large St. Louis daily evening newspapers.

Why? . . . because that is the way to cover the St. Louis market adequately, economically and profitably.

And that part of the St. Louis market covered only by The Star is steadily increasing in value to this group of large merchants . . . as figures show.

In Department Store advertising, for the first two months of 1930—

THE ST. LOUIS STAR GAINED 34,294 LINES*

Daily Post-Dispatch LOS1 23,112 Lines*

Daily Globe-Democrat LOS1 28,037 Lines*

* Figures taken from Media records, Inc.

THE ST. LOUIS STAR

National Advertising Representative, GEORGE A. McDEVITT CO.

quorum was obtainable, we engaged in some deep and thoughtful discussions of the vexed questions met in recruiting and training salesmen. No doubt we settled some of these questions finally—I have always understood that is what conferences are for. Just about the time we were preparing to get ready to whip our ideas into form for publication, thus advising a palpitant world exactly how to go about hiring salesmen with no chance for error, the disaster of 1920 cut off twenty ambitious divisions by a single executive order. The personnel division headed the list of those jettisoned in the face of the approaching storm—an unkind gesture and an unduly cutting inference, some of us thought. Still, little nuances of meaning worried most of us far less than the pressing task of finding another reliable firm willing to come across with the regular weekly expense check.

In any event our happy circle was broken and it is sad to think how much the world lost thereby. Sales managers everywhere might have been saved much uncertainty, for we were positive in our knowledge. The facts we unearthed and the facility with which we could call upon our statistical brothers for data filled us with a confidence which I, for one, have never been able to feel since. None of us had the responsibility of supervising the men we hired and trained—some branch manager somewhere shouldered that routine duty—so we were unhampered in our theorizing and knew we were right.

Maybe all this is just a longer way of saying that some of the sureness and optimism of youth has been beaten out of me by the heavy hand of time. Be that as it may, I can no longer turn down an aspiring applicant so blithely nor welcome a tyro into the sales force so heartily as in those golden olden days. I begin to wonder on the first interview and when a final decision has been reached, wonder is intensified to worry.

Nor do we get much help from books and lectures, though plenty has been written and said on the subject by men who ought to know.

In my own library are at least a dozen books on the problem of the selection and training of salesmen and there are doubtless a multitude of others which I have never heard of. At nearly every meeting of our sales managers' club some speaker spreads himself on these or related subjects, but to no conclusion from which I have been able to profit. Most of the writers and lecturers expand themselves upon "a yardstick" for selection of salesmen and work finally down to a rating scale or questionnaire which is to be filled out by the person who is examining the prospect.

One of the most popular forms of these has a list of qualifications down the left hand margin, followed by from four to ten blank columns across the page. A mark is put in the first column if the interviewer thinks the applicant rates high as to the particular qualification. Lower estimates are checked in columns further to the right. Then there is a scheme for adding up the marks and if the total is less than 365 (for example) it's thumbs down for Mr. Candidate.

A Rating Monstrosity

To show how zealously the earnest originators of these rating scales have gone about their task, I once had the privilege of examining one which had a list of forty-two points running from "finger nails" to "possible executive timber." This scale had ten divisions across the page, a check in the first being worth ninety, while the last one was zero. The firm having this monstrosity in operation required at least three executives to rate each applicant and if either of the three turned in a mark less than 3,000 it was just too bad. I took one of the sheets home one night and had Mrs. Biggs grade me on it. This was the cause of some decided domestic coolness for weeks, and I still think a final mark of 1,120 on such a scale is, to say the least, actionable. Still, she knows lots of things about me and my finger nails which could easily be concealed from a mere interviewer.

But the members of the firm using the sheet solemnly assured me they had tried it out on eighteen of their best men before accepting it as a standard, and the average grade had been right at 3,000.

I asked how the blank was working out but learned they had filled only three vacancies since the new form went into effect. One of the new men was the son of the vice-president, another had been hired by mail from a competitor on the strength of his ability to swing over two big distributors, the third had been practically decided upon before the blanks were received from the printer. Some two years later I chanced to meet the gentleman who had given the previous information and was told they were no longer using their rating scale.

My experience, over the years, convinces me I can do a better job of hiring salesmen by ear than by note. I take my time and after four or five interviews I can generally make up my mind whether a man is much of a salesman or not; also if he has the other desirable traits of honesty, sincerity, ambition and willingness to work. Often I find it very difficult to explain why I do not want one man on the payroll or prefer another. This is possibly because it takes a lot of diversified abilities, hard to name or classify, to make up a good salesman. That, as nearly as I can express it, is the reason I have never chosen to use any kind of a set formula or rating scale in hiring men.

I also think selecting a salesman is a sufficiently important job to justify taking plenty of time and trouble about it. Nearly every firm sends out letters to previous employers and to character references, and uses the replies to these letters to determine whether the applicant should be hired. But these answers do not always give us genuine information; often they are on the verge of being misleading. I have found it far more effective and informative to put on my hat and go out to see the man's former employers personally. They will tell me things face to face, both favorable and unfavorable, which

could never be dug out by correspondence. At these interviews I try to learn the names of some of the applicant's personal friends and call on them, too. Methodical sleuthing of this kind invariably turns up any financial troubles, if they exist, and enables us to keep our sales force free from the hot check artist and the chronically-indebted salesman. Which is important. I'll cheerfully admit half of my grey hairs are attributable to the struggle attendant upon providing for one wife and four kids, but the other half come from worry over these burglars who build dealer ill-will and ruin business by passing rubber checks and running up bad accounts all over the territory.

We had a funny reason for starting this sort of investigation method. We were trying to make up our minds on a new man and I was reading over the letters received from his former employers. They seemed to lack warmth but gave nothing tangible which could be considered unfavorable to the applicant. My stenographer came in at the moment and the file was tossed to one side while I got the morning's dictation off my chest. Among other letters, I had to write one in answer to a firm in our city which was also employing a new man. The party about whom it was asking was a lazy and thoroughly undependable young nomad who had cheated us out of six months' salary and expense money about two years prior to this event. Since that time he had adorned three or four other payrolls, in each case having been enthusiastically discarded as soon as his employers found out what they had drawn. I disliked the task of committing myself either favorably or unfavorably, but at last, with misgivings, managed to get out something about as follows:

In reply to your letter about Mr. So-and-so will say he was in our employ at or about the time and for the period mentioned by you. I was not directly in charge of the division in which he was employed, so am unable to advise you with any certainty about his character and ability. However he handled a difficult territory for us, and the occasion of his dismissal



Beauty ALONE

Doesn't Make a Magazine

**But, Beauty is
ONE reason for the
success of
NATION'S BUSINESS**

BESIDE POWER, the motor car manufacturer must sell color and line, upholstery and comfort.

Nation's Business, too, is delivering power—the power to go ahead. But no man wants a Diesel engine on his library table. So this power is clothed in beauty of design and color by such artists as Tony Sarg, Earl Horter, Russell Patterson, Harvey Dunn, George Illian, Edward Wilson, Louis Fancher, Charles DeFeo, Rollin Kirby, Sydney Fletcher, Oscar Cesare and Charles Dunn. Art and typography are directed by Lester Douglas. The magazine is printed by the Conde Nast Press.

**NATION'S BUSINESS
WASHINGTON**



was a change in our general set up which enabled us to dispense with two other men at the same time.

When this letter was brought back for signing, it happened to lie right next to the file of replies from references we had received on our own candidate. I fell to comparing the general tone of my own letter with the others and was struck with their similarity. Stirred to action, I determined to find out the real facts, and started right out to the office of the firm which had last had him in its employ. The manager was in and received me cordially. I went right to the point, told him who I was and asked about the ability and general qualifications of the man under consideration.

"Well, now, Mr. Biggs," hedged my informant, "that's a hard question. We permitted him to resign so he could have a clear record. Our reason for getting rid of him was chiefly that his territory was going down in sales volume though we could not put a finger on any fault of his accounting for the loss. We suspected, of course, that he was not working, but he was such a good hand at faking up a plausible daily report that I don't want to make a positive statement. Then he had some difficulties in connection with his propensity to go chasing off after every good looking woman on the territory and was pretty deeply involved in debt—mostly from gambling, I think. There were several garnishment suits filed against him in his last few months with us and I know of three firms that are watching him, waiting for him to get a job so they can slap an attachment on his wages. His expense accounts were excessive and—"

"Wait a minute," I interrupted. "Outside of all that, you would say he is a pretty good salesman? Is that right?"

"Well, that's about the size of it," he admitted. "So far as appearance, intelligence, native sales ability and other such qualifications are concerned, he is one of the best, but we have had too much trouble with him and are oozing him out as gently as possible."

Here was a convincing example

of pertinent information on an applicant which could be dug out by personal interview but which had not been learned by the correspondence method. So we have, to some degree at least, standardized on the method of personal interviews with the previous employers of every man before he is finally employed. It has saved us a great deal of trouble. Of course, it is not a sure fire formula for selecting salesmen and does not even approach the dignity of a rating scale. Still it is of definite and proved value, whereas the rating scales are not.

Instrument Account to Williams & Cunyngnam

Williams & Cunyngnam, Inc., Chicago advertising agency, has been appointed to direct the advertising account of the Commercial Instrument Corporation, of that city, which controls the following subsidiaries: American Paulin System, Inc., Los Angeles; James P. Marsh & Company, Chicago; Sargent Company, Chicago; Tiffany Manufacturing Company, Newark, N. J.; Connecticut Telephone & Electrical Corporation, Meriden, Conn.; and the Carl A. Norgren Company, Denver.

The products of the constituent companies include: automobile and power boat fittings; hydraulic and pneumatic tool fittings; hose couplings and lubricators; railroad locomotive valves and gauges; building heating specialties and pressure gauges; precision instruments for flying and surveying; telephones, signal systems and fire alarm devices for use in buildings and ships.

An advertising campaign to the trade is scheduled to be run in business publications during the months of April, May and June. Plans for a program of consumer advertising are also under way. This will start in July.

J. L. Meyer to Enter Agency Field

John L. Meyer, for seven years managing editor of the *National Printer-Journalist*, Milwaukee, has resigned and in a short time will become associated with a new agency specializing in merchants' newspaper advertising. Previously Mr. Meyer had been with the advertising and sales departments of The Kellogg Company and the National Oats Company.

Donald Hall with W. E. Long Company

Donald Hall, formerly with the advertising staff of Lever Brothers Company, Cambridge Mass., has joined the advertising service division of the W. E. Long Company, Chicago, bakers' service organization.

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Liberty

May 16, 1929

Presenting Fashion's newest . . .
Jantzen Color Harmony sets . . . two matched Jantzen in a choice of harmonizing colors for your eyes . . . Wanda, Kenneth or Sidney. A choice of models, too. The new Jantzen Sun-suit, with low cut neck and shoulders . . . ideal for sun-bathing as well as swimming! The gorgeous Jantzen Tunic . . . two-piece appearance with one-piece comfort. The popular Jantzen . . . smart in its simplicity! For those in and out of the water several times a day, these color harmony sets are indispensable. As the gift distinctive, they are inspirational.

You can depend on the Jantzen to give you smartness in their trim, graceful lines, to give you absolute comfort and freedom for swimming and to insure you perfection of fit . . . always. For Jantzen is tightly knitted from the strongest long-stretch wool. It fits you lightly, smoothly . . . without a wrinkle. Due to the magic of Jantzen-stitch, it has permanent elasticity. Set the new Jantzen models at your local store, for men, women and children. Conveniently, sometimes in sizes to fit unbreakable rubber buttons on larger sizes. Bright hats, pastel shades, stripes. Color-fast. Your weight is your size. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; Sydney, Australia.

Jantzen

The knit that changed
 bathing by swimming

Jantzen Knitting Mills, Portland, Oregon. Jantzen Knitting Mills, Vancouver, Canada. Jantzen Knitting Mills, Sydney, Australia.

"LIBERTY has been on our schedule now for the last three years and each year it is helping greatly to increase the sales of our Company. It has such a universal appeal and tremendous circulation, besides being in tune with the times, that we consider it a vital factor in the success of our advertising campaigns. We believe its advertising cost, as judged by value received, is as low as any publication in the country."

Mitchell Heinemann
 Director of Sales and Advertising, Jantzen Knitting Mills

Jantzen uses coupon advertising in Liberty. Results were so good in 1928 that Jantzen doubled its Liberty investment in 1929 and plans to spend even more in Liberty in 1930.

Liberty
of Weekly for Everybody





3 OUT OF EVERY 4

**CLASSIFIED ADS
APPEAR IN
THE SUNPAPER.**

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THREE out of every FOUR Classified Ads (79.04 per cent. to be exact) which appeared in all Baltimore newspapers during the year 1929 were carried by the Sunpapers--morning, evening and Sunday.

When Baltimoreans have wants to be filled they turn instinctively to Sunpaper Classified. And advertisers--both display and classified--who are acquainted with the Baltimore market know that to use The Sunpapers is to reach these prospects in the most efficient and economical manner available . . .

Because "The Sunpapers Go Home," and in steadily increasing numbers, as the latest circulation figures show:

THE SUNPAPERS in February

Daily (M & E) 300,056

A Gain of 10,048 over Feb., 1929

**THE
MORNING**



EVENING

**SUN
SUNDAY**

E. B. WOODWARD, INC.
Bank Bldg., 110 E. 42nd St.
New York

GEORGE KROGNES
National Bank Bldg.
San Francisco

GUY S. OSBORN
360 N. Michigan Ave., Chicago
JOSEPH R. SCOLARO
General Motors Bldg., Detroit
A. D. GRANT
Constitution Bldg., Atlanta, Ga.



\$2,000,000 worth of Business from 4 years' advertising in The New York Times Magazine

When we look over our records and realize that very soon we shall have completed four consecutive years of advertising in The New York Times Magazine accompanying the Sunday Edition, we feel we ought to stick to insurance parlance and refer to ourselves as beneficiaries.

It was in May, 1926, that our advertising with you began. Since then, we have used thirty-four insertions and here are a few of the tabulated results:

- (1) *The \$2,000,000 mark in written business directly traceable to inquiries from advertising in The New York Times Magazine has just been passed.*
- (2) *In spite of rate increases resulting from growth in your circulation, accumulated figures show that our advertising cost for each \$1,000 of insurance sold has decreased steadily each year.*
- (3) *Whichever basis of rating is employed—low cost per inquiry or, more important, low cost per unit of sale—The New York Times Magazine has always been lowest, or next to lowest, on our entire list of more than twenty magazines.*

We congratulate you upon this splendid showing even though we realize that, as beneficiaries, we really ought to be congratulating ourselves. Sincerely yours,

C. T. STEVEN,

Advertising Manager

PHOENIX MUTUAL LIFE INSURANCE CO.
HARTFORD, CONN.

The New York Times MAGAZINE

*A part of the Sunday edition printed and illustrated
in Rotogravure. Circulation in excess of 750,000*

After Introducing a Technical Product, Then What?

How the Brewer-Titchener Corporation Is Keeping Its Drop-Forged Caps Before the Trade

THE Brewer-Titchener Corporation had brought out a drop-forged cap for insulators which it believed was far superior in strength and uniformity of metal to those hitherto used. It also had only eleven or so insulator manufacturers to sell to. Therefore, the task of selling looked easy. But it was not.

How it had to enlarge its selling efforts and conduct a systematic campaign may be of interest to other manufacturers who wish to find out what is their true market.

As the advertising of such a product to so small a number was not considered profitable, the sales department, at first, made a direct sales contact with each prospect. Yet time passed and little progress was made with the exception of one insulator manufacturer who took the caps on as standard equipment. Then a survey was made of the field in which the insulators were used and it was found there were many men in many companies who had a hand in specifying what caps should be used. A breakdown of this market showed that the insulator, as a unit, was used on lines for the transmission and distribution of electricity, and the companies supplying the current and planning the lines were the ones that were doing the specifying and the buying and not the manufacturer.

It was therefore necessary to go further back than the insulator manufacturers and get the attention of the men who would specify the drop-forged cap—in other words, to reach the engineers, executives, purchasing agents and, in many cases, the private consulting en-

gineering agencies of these electrical companies. If these men could be reached, and sold on the efficiency of the new cap, they would be apt to bring pressure to bear on the insulator manufacturers to adopt them.

A campaign was therefore be-



Why a Drop Forged Cap

1. They are uniform in quality.
2. They are superior in strength.
3. They are made of soft-tempered steel.
4. They are uniform in dimensions.
5. They have been tested to give maximum strength.
6. They have precision drilled holes and drilled holes.
7. They show a smooth, even porcelain base.
8. They cut free from bolts and nuts and are not damaged.

The Skill of the Artisan Remains

PRIMA a craftsman for better two days by hand in super-heating and forged by pressure hammer—over three decades of years the forging industry has acquired knowledge and skill. Today, B.T.C. drop forgings mean a history of tradition, experience, and confidence of the trade to serve the electrical industry.

B.T.C. drop forged hardware is superior because the hammer is in the hammer. Its uniformity in quality, strength, and consistency between bars on a size standard in high capacity suspension hardware.

The Brewer-Titchener Corporation
Camden, New York

For High Tension Suspension Insulators
Standard B.T.C. Drop Forged Caps

Institutional Copy with a News Angle Is Being Used This Year

gun, through advertising, to reach these men. Facts, and facts alone, were featured in the copy. The campaign ran for a year, once each month in business papers. As a result of the advertising, it is said that the salesmen soon found it easier to obtain a hearing, and many engineers made inquiries both of the company and of the insulator manufacturers for the new caps.

When the end of the year had been reached, the company was faced with the problem which has

confronted many other companies before. What to do? How the decision to carry on was reached can best be explained by W. A. Bruce, advertising manager, who says: "These engineers are not soft-minded individuals who drink in pretty illustrations and a few superlatives. Therefore, it was a problem to find a new general copy angle which we knew they would read.

"It had to be news and yet continually impress the sales points of our cap on their minds. Also it had to appear often enough to keep them 'drop-forging minded.' This meant that a campaign to accomplish our purpose would have to be of an institutional nature because, to use our sales points as a copy angle would become monotonous. So, in seeking institutional copy with news value, we stumbled upon the idea of giving the history of forging, and adopted it for the following reason: History is news to the trained mind and the history of forging makes a tie-up with our product."

The campaign is appearing on a weekly schedule using full pages. The series started with the development of iron and will go on, in datal sequence, right through to the modern drop hammer and forge shop methods. Each advertisement will have an illustration of the way iron was forged at a particular time in history with a paragraph devoted to comparing the method as used then and now.

In each advertisement will also be eight answers to the question "Why a Drop-Forged Cap?" which will, in abbreviated form, summarize the points which were brought out in the previous advertising campaign.

The first advertisement, which set the keynote of the series, dealt with the use of forged iron in the building of Solomon's temple. The copy read as follows:

SOLOMON AND THE BLACKSMITH

When King Solomon had completed the construction of his temple he gave a banquet to the artisans who had taken part in its construction. On his right he reserved the seat of honor for the master workman of them all. This seat was given to the swarthy black-

smith who had forged the tools to enable the workmen to complete their work. (This is No. 1 of a series of highlights in forging.)

EVEN IN THE DAY OF SOLOMON

That the art of forging has always held an important position in the development of civilization is easily traced back through history. It has progressed through all these ages and today we find a forging the undisputable product of uniformity and strength.

Engineers throughout the country are having their hi-line insulators equipped with BTC drop forged caps. Specify them by name, they will prove the most economical in the long run.

Already reports have come in from the company's salesmen that they have had interesting conversations with various engineers in the trade on the points of interest which have been brought out in the advertising. The company feels, therefore, if such discussions can be started, it will reflect in making the prospects more inclined toward appreciating the merits of forged iron products and will direct that interest toward the Brewer-Titchener Corporation.

Thus is one company finding a way to carry on its name and product after the intensive period of introducing that product has passed.

Chain Stores and Their Effect on the Brokers

M. E. ROBINSON & COMPANY
BEL AIR, MD., MARCH 10, 1930.

Editor of PRINTERS' INK:

We acknowledge receipt of your letter of March 8, and I personally appreciate the attention you have given to my request for certain information pertaining to the effect the chain-store organizations have had on the brokers.

I might state in passing that I wrote to several publications, in the matter, and your reply has been more complete than any other I have received.

H. W. TARRING.

New Accounts for R. F. Walker Agency

The Karith Chemical Company, Chicago, Karith cleaner, has appointed the R. F. Walker Advertising Agency, Inc., of that city, to direct its advertising account. Newspaper, magazine and radio advertising will be used.

The Midwest Bond & Share Company, investment bankers, also of Chicago, has also placed its advertising account with the R. F. Walker agency. Newspapers and bank publications will be used.

Capper's Farmer

covers **THE** *national*

farm market . .

THE really prosperous national farm market is located in the mid-west—in the thirteen States where 83% of Capper's Farmer's circulation of 925,000 is concentrated. The annual cash income of these thirteen midwest States exceeds five billion dollars—more than half of the nation's agricultural wealth. And the income is large because these midwest farmers are big-business men—large-scale operators making large-scale profits the year 'round. This is *the* national farm market to which Capper's Farmer will carry your sales message more effectively.

·“The Advertiser Looks at Radio”— a Survey

An Effort Is Made to Solve Some of the Problems Confronting
Those Who Advertise Over the Air

HOW much of my potential audience is listening to my radio program? How well is my program succeeding in creating good-will? Who are my listeners?

These questions, it is believed, are typical of those which many advertisers are asking themselves in connection with the use of radio broadcasting. Based on a survey of available data and on investigations, a report has been issued by the Association of National Advertisers, Inc., which endeavors to help advertisers find the answers to these problems.

The report, which is entitled, “The Advertiser Looks at Radio,” is devoted to a presentation of some of the problems from the advertiser’s side and to a review of such existing information as bears on those problems. The answers which it gives, it is explained, should be regarded as indicative rather than conclusive.

There is no recession in the number of advertisers who are employing radio, it is stated, and broadcasting companies are hard pressed to supply time in accordance with requests. “Nevertheless,” the report points out, “there are certain rumblings which cannot be ignored. Boards of directors of several of the most prominent users of radio have asked for an accounting in 1929, and there is evidence that 1930 will witness more calls for proof of the desirability of this form of advertising.”

In the first chapter, “What Is My Potential Audience?” the report takes up network claims and estimates from other sources, with reference to the number of receiving sets in operation. As to the number of listeners per set, it is stated that any figure in excess of three regular listeners is high. Other factors discussed are the popularity of distant stations and program popularity.

Territory covered by a station,

it is explained, instead of being circular in shape, as may be popularly supposed, is irregular. When complete data are assembled, they are expected to show a collection of queerly shaped areas when plotted on a map of the United States.

The relative popularity of radio stations in territories investigated during 1929 is illustrated in a series of charts covering studies in more than forty cities.

Under the chapter, “Are the Networks Giving Good Service?” the report takes up irregularities and interruptions which deprive an advertiser of his audience. Instances are reported where local stations join a network after the opening announcement, or cut off early; where programs have been interrupted due to power troubles and where considerably lower power was used than that rated by the station. Other instances concerned incorrect listing of time in local papers, and reductions in audience due to bad weather and static conditions.

The results of popularity polls to ascertain acceptability of various types of programs are discussed in a third chapter. This also takes up the elements that tend to make successful radio entertainment. The desire for variety makes generalization almost impossible and, it is stated, the work of building entertaining programs is only one part of the showman’s task. The program must be entertaining in relation to others on the air the same evening, and in relation to the public’s changing fancy.

The report points out that, first, the advertiser must achieve variety so as to sustain public interest and, second, he must prepare a program that will aim as directly as possible at his true market.

“One feels that there are two regular groups of advertising an-

DOING VERY WELL— THANK YOU

The following table shows the trend of advertising in New York standard newspapers since the stock market recession of last Fall.

The staunchness of the World papers is clearly evident in the comparative figures

GAIN OR LOSS

TOTAL DISPLAY ADVERTISING LINEAGE

(November to February Inclusive)

MORNING PAPERS		SUNDAY PAPERS	
	Lines		Lines
WORLD	59,246 Loss	American	218,460 Loss
American	101,908 Loss	Her. Trib.	230,360 Loss
Her. Trib.	309,632 Loss	WORLD	259,554 Loss
Times	517,987 Loss	Times	272,503 Loss

EVENING PAPERS

	Lines
EVE. WORLD..	13,908 Loss
Telegram	95,882 Loss
Post	202,787 Loss
Journal	279,410 Loss
Sun	364,838 Loss

The New York World
MORNING AND SUNDAY

The Evening World

PULITZER BUILDING, NEW YORK

Tribune Tower
Chicago

Gen. Motors Bldg.
Detroit



Complete information appears in "The Rich Markets of North-Eastern Ohio". A copy on request.

Your Important Have This To

"We cannot arouse any enthusiasm on the part of our dealers by telling them that the product which we are trying to get them to stock is to be advertised in a newspaper of another city."—*F. T. Dannemiller, General Manager Dannemiller Grocery Co., Canton, Ohio.*

"We have found that we can induce dealers to stock products which we distribute with least resistance when we can promise them that the merchandise will be backed up with an advertising campaign to appear in our local newspapers."—*Hesket H. Kuhn, General Manager Hardware & Supply Co., Akron, Ohio.*

"When we tell our dealers that the papers of Cleveland or Akron are to carry the advertising we are almost always met with a fishy stare and that old bromide—'What's that to me?'"—*S. Rifkin, President Rifkin Tobacco Company, Youngstown, Ohio.*

"We are very hesitant about taking on new products unless supported by advertising in our local papers."—*Frank Bissman, President Bissman Co., Mansfield, Ohio.*

"Warren merchants offer resistance when approached to stock merchandise on promise of Cleveland newspaper cam-

The Cleveland

Detroit - Atlanta - Dallas
San Francisco

NATIONAL ADVERTISING
of The Scripps

230 Park Avenue, New York

MEMBER OF THE AUDIT BUREAU OF CIRCULATIONS, OF

an N. E. Ohio Jobbers Tay To You—

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paigns. They know that this advertising will not be read by their customers."—C. E. DeVoe, President DeVoe Grocery Company, Warren, Ohio.

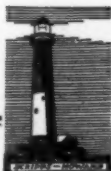
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Akron,

"It is absolute folly for any manufacturer to assume that he can create a demand for his product in Ashtabula thru the advertising columns of Cleveland newspapers"—E. D. Richards, President Richards Bros. Co., Ashtabula, Ohio.

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ONLY in the TRUE Cleveland Market is Cleveland newspaper advertising profitable. Only within 35 miles of downtown Cleveland do people live who read Cleveland advertising and buy in Cleveland stores. To get wholesale distribution, to get retailers to stock your product, to get consumers in the other markets of North-Eastern Ohio you must advertise in the newspapers of these markets. To sell in Cleveland and the small, compact, rich TRUE Cleveland Market—The Press is Your First Advertising Buy!

nd Press



A Scripps-Howard
Newspaper

ADVE G DEPARTMENT

he Scripps Newspapers

, New York Michigan Ave., Chicago

NS, OF ED PRESS, AND OF MEDIA RECORDS, INCORPORATED

Philadelphia - Buffalo
Los Angeles

nouncement on the air today, out of which a third will eventually emerge," the report states. "The radio advertising of today seems either too blatant or too cautious. . . . Over the air when the advertising message is not at once sheer bragging and very trite, it is usually insinuated into the program in a rather insidious manner, as though the broadcaster were timid and getting an unpleasant job over with."

The conclusion is reached that perhaps the worst fault is triteness. "The public enjoys good advertising, prepared in a virile, interesting manner" is the opinion given.

Too many programs, it is stated, are arranged to please a few executives who are quite out of touch with popular preferences. This brings up the question: Who should prepare the radio program, the advertising agency, the broadcasting company, the program bureau or the advertiser himself? A classification of the accounts of one broadcasting company groups program preparation as follows:

By advertising agency..	33	per cent
By broadcasting company	28	" "
By advertiser	20	" "
By program bureau.....	19	" "

In addition, individuals and institutes also handle a group of daytime programs. Because of the considerable variation shown in this analysis and the evident lack of agreement, the statement is made that it is impossible to chart a trend from these figures.

One chapter is given over to breakdowns of statistics covering listening habits. This phase of broadcasting is reviewed from the standpoints of time, territory, types of audience, and length of broadcasting programs. On the latter point, a study of 110 programs reveals twenty one-hour broadcasts, seventy-eight half-hour and twelve fifteen-minute broadcasts.

Other information covered in the report is indicated by the remaining chapter headings: "Record Broadcasting," "Measuring Effectiveness," "What Does Broadcasting Accomplish?" containing comments and testimonials from advertisers, and statistics on re-

sponses to gift offers and fan mail and, "What Does Broadcasting Cost?"

"Information to Be Obtained," the final chapter, expresses a need for the following: Ascertainment of true size of average audience of each station as a basis for rates; information to be received as to how many people can be reached on a given day at a given hour by each station; what type of program is best and what does favorable impression amount to in terms of sales; and what should be the satisfactory length of programs.

More accurate answers to these questions are expected from the checking plan which is now being conducted under the direction of the Association of National Advertisers, as described in a previous issue of PRINTERS' INK. This checking is the first step in a plan to establish an audit bureau of radio and is the outgrowth of the preliminary investigation as represented in the association's report.

Heads Mid-West Circulation Managers

C. K. Jefferson, of the Des Moines *Register* and *Tribune-Capital*, was elected president of the Central States Circulation Managers Association at its meeting at Chicago last week. He succeeds William G. Mercier, circulation manager of the Fort Wayne, Ind., *Journal-Gazette*. Walter G. Andrews, St. Paul *Dispatch* and *Pioneer Press*, was named vice-president and James J. Morrissey, Joliet, Ill., *Herald-News*, is the new secretary-treasurer.

Elected to two-year terms on the board of directors were: James F. Jae, Des Moines *Register* and *Tribune-Capital*; John McIntosh, Indianapolis *Star*; and J. F. Payne, Fargo, N. D., *Forum*. Charles H. Harmer, Cedar Rapids, Iowa, *Gazette-Republican*, and J. M. Bunting, Bloomington, Ill., *Pontograph*, were elected directors for one-year terms.

B. L. Cohn Acquires Interest in Memphis Agency

Bernard L. Cohn, former publisher of the Memphis *News Scimitar*, later merged with the Memphis *Press*, has purchased an interest in Lake-Dunham-Spiro, Inc., Memphis advertising agency. The name of the agency has been changed to Lake-Dunham-Spiro-Cohn, Inc., of which Henry Lake is president. E. S. Dunham, Avon Spiro and Bernard Cohn are vice-presidents. Mr. Cohn more recently has been assistant to the president of the Plough Chemical Company.

. 27, 1930

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The charming decision-maker on the previous page is Miss Marianne Van Rensselaer of New York, niece of Lady Mendt; photograph by Strichen; posed especially for Vogue.

350,000 decision-makers

THE decisions of a relatively small group of people settle the fate of almost any product marketed today.

Who are these decision-makers?

They are the wealthy class who are constantly putting their wealth into circulation, constantly making decisions about what merchandise they shall, or shall not, buy.

These people are constantly deciding what to buy for their houses, their wardrobes, their dependents...choosing motor-cars, menus, pets, plays...selecting points of interest or places of

amusement to visit . . . settling what train, steamship or plane will take them to their destination.

Above the average in intelligence, they know that a decision is no better than the facts on which it is founded.

Their problem is to find readily available facts on which to judge the worth of this mass of merchandise.

The Condé Nast magazines are their prime source of information.

Through long experience, these decision-makers have learned that Vogue, Vanity Fair, House & Garden review the new, desirable things earlier, more accurately, and with better taste than any other source of information.

That is why these magazines have amassed and are able to offer to the advertiser the largest and finest group of these decision-makers.

We do not claim that these decision-makers fail to read bill-boards or newspapers or to listen to the radio. But we do claim that such media are not primarily designed to reach this decision-making class and that, consequently, they provide a great percentage of waste circulation.

We make no claim that these people do not read other magazines composed of fiction and

features. But we do claim that those media are not designed primarily to aid them in arriving at a correct decision about something they are deciding to buy or not to buy.

And we do claim that these homes, which represent the current active wealth of America, may be most effectively reached by the class periodical...with least cost...least waste of circulation...and at the best possible moment. The advertising in these magazines gets the highest possible visibility and arouses the highest possible attention.

The class periodical fixes the attention of the decision-makers upon your product...and the rest of the market will automatically follow their lead.



THE CONDÉ NAST GROUP
VOGUE • VANITY FAIR • HOUSE & GARDEN

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Scouting on the Merger Front

Back of the Recent Ritchie-Shoemaker-Pompeian Deal Is an Interesting Sidelight on New Possibilities in the Business Line-up

By Roy Dickinson

THERE seems to be almost a reverse English on the usual merger process in the news that the Shoemaker family of Elmira and Harold F. Ritchie have purchased the Pompeian Company from Colgate-Palmolive-Peet.

The Shoemakers made their fame and fortune as proprietors of Frostilla. Frostilla always has been and will continue to be an independent company. Harold F. Ritchie, called "Carload Ritchie" in the old days when he sold grocery staples in big volume, may also be called an independent. He has always worked on his own.

Known for many years as a manufacturer's representative extraordinary, he surprised the business world two years ago by taking a boat to England and putting down \$10,000,000 to buy, from the firm of J. C. Eno Ltd., the well-known proprietary, Eno's Fruit Salts. Later he also bought the Thermogene business and both these products are now owned by International Proprietaries, Ltd., of which Mr. Ritchie is president. More of this unusual man in a few minutes.

Here we have Harold Ritchie and his friend, F. M. Shoemaker, with the latter's sons, purchasing from one of the big merged companies a product which was not being aggressively pushed at the time of the purchase. We have the new business line-up of a man

who has been called the greatest salesman who ever came out of Canada, and a family long noted as experts in manufacturing various products, buying one of the products of a giant merger. And, according to various rumors, this newest purchase by two independent, who will continue to run the

new business independently of Frostilla and the other things in which they are interested, is only a start. Even bigger things are contemplated. It is said that Mr. Ritchie is now carrying on negotiations for other proprietary businesses which will also be run independently.

He, of course, will do the selling for them through his separate selling companies in New York, London, Toronto, Canada; Sydney, Australia, and Wellington, New Zealand.

Announcements will shortly be made concerning the increased selling and advertising program on Pompeian

which has not been noted recently as a large advertiser. Take a look at the history of this company first. It shows an interesting development in the fast-moving kaleidoscope of American business.

Fred W. Stecher, a small retail druggist in Cleveland, Ohio, developed in his spare time a massage cream. He sold it to a few friends and then to barber shops. He used to take a small amount with him and call on the barbers

WHEN two or more huge corporations merge, one of them often brings with it a product or subsidiary company that doesn't exactly fit into the picture. A number of these "by-products" are not being pushed. Because they compete with other company lines or require expensive special and individual handling, the real sales potentialities are not taken advantage of.

There is an opportunity here for other companies to take over these products from the mergers.

Mr. Dickinson tells here the story of what is being done with the Pompeian Company which was part of the Colgate-Palmolive-Peet merger. The men who are now handling Pompeian are introducing a new force with a reverse English into the present business situation.

himself. William H. Johns, now president of Batten, Barton, Durstine & Osborn, Inc., tells how one day when he had arrived at his office early in the morning, which was his habit, Mr. Stecher came in to see him. He had gone to see another agent, but no one was there but the charwoman. He remembered the name of Batten, came around, found Mr. Johns on the job and told him he wanted to advertise. Stecher, who had never netted more than \$1,800 a year in profits himself, had somehow saved and borrowed \$5,000, all of which he wanted to put into advertising. Johns tried to dissuade him from taking so big a plunge. Stecher spent part of the morning selling him and finally had his way. Several years later when the product was going big the druggist told a friend of his he had just signed a contract for \$100,000 for advertising for that year. The friend said to him: "If I had saved up that much money, I would never gamble it in advertising." And Stecher replied: "If I had saved that much I wouldn't either."

Eventually the Pompeian Company became one of the largest in the toilet goods field, with an outstanding reputation and an enviable following. The massage cream developed to a point where it dominated the entire field. It spread to every corner of the world and was followed by other Pompeian items, among which are beauty powder, Pompeian Bloom, a metal box rouge, Pompeian face cream and Pompeian night cream. Colgate and Company, founded more than a hundred years ago, looked at the Pompeian line. Colgate manufactured men's proprietary lines, shaving creams, dental ribbons, men's talcum and the like, as well as the soap which first made the name famous. The Colgate family conceived the idea that they might just as well take on a good feminine appeal line of cosmetics because their salesmen could handle it advantageously with their own standard line of goods. Therefore, several years ago Colgate purchased Pompeian from the interests to whom Mr. Stecher had left it on his death. Then, in 1928, Col-

gate & Company merged with the Palmolive-Peet Company, Colgate, of course, taking along into the merger its ownership of the Pompeian Company.

But within the merger there were already products which conflicted with part of the Pompeian line. The old Palmolive company owned products which were rivals of some of those made by Pompeian. If the big merger were to push Pompeian aggressively it meant dropping some of the items which were already in the merger. Divided effort, or a sale of one line seemed to be indicated.

This situation was known to Harold F. Ritchie, who, before Pompeian sold out to Colgate, had handled the Pompeian line for many years and, therefore, was familiar with it. It was also familiar to the Shoemakers, of Elmira, owners of Frostilla. Mr. Ritchie had lost the job of handling this merchandise when the merger took place. Therefore, he went to his friends, the owners of Frostilla, explained the situation and said that he thought the time was about ripe for an offer. Then, as F. M. Shoemaker, chairman of the board of the new company, tells **PRINTERS' INK**:

"On my return from California about the middle of January, I met Mr. Ritchie and two of my sons in Chicago and negotiations were started which culminated recently in our acquiring the Pompeian business."

A look at Frostilla. Long before Fred Stecher made his first jar of Pompeian in Cleveland, a retail druggist in Elmira, back in 1873, was making a preparation for chapped hands. He sold some locally, improved the product, made it just about right and then started to branch out. Distribution gained little by little and then Clay W. Holmes, father-in-law of the present head of the company, Mr. Shoemaker, in 1884 found himself up against a severe situation. His store had burned down and left him without a retail business. By that time, he had great faith in the future of Frostilla. He borrowed \$18,000 and put practically all of it into the dis-

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**It's not the
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THE CLEVELAND NEWS

George A. McDewitt Co., National Representatives

tribution of samples. For several months no real orders came in and things looked pretty dark. Then, at the end of the ten months' period they began to come in in volume and Frostilla was launched on its broader and spectacular career.

Never an advertiser in the early days, Frostilla depended largely upon word-of-mouth advertising and sampling. Then, in 1919, an investigation showed that, while it had a large distribution, druggists were buying in small quantities. Advertising started soon after. A few years ago Mr. Ritchie took hold of the sales and did a big job. Then, with the help of an advertising agency, an entire new bottle and container were designed, sizes changed and the company went ahead by leaps and bounds.

The man who went scouting on the merger front and discovered a product in whose sales possibilities he had great faith, which was for sale at a price by the big merger, had, as Mr. Shoemaker of Frostilla tells *PRINTERS' INK*, the entire confidence of the men to whom he went. Mr. Shoemaker tells us:

"We simply entertained no doubt whatsoever concerning the Ritchie organization's ability to conduct the sales work for Pompeian lines and, with the proper backing of national and local advertising, to shove sales to a higher point than they had ever reached in the history of that company. As for ourselves, we can modestly claim that we know our end of the business and what is more logical than we should look after the executive and factory end of the Pompeian business and Mr. Ritchie should look after the sales end? Modesty doesn't forbid my saying that it is a combination that can take hold of most any proprietary line and make it successful. We know our own business, which is production and administrative work in connection with a proprietary business, and Mr. Ritchie is outstanding in his field.

"Frostilla has always been an independent. Frostilla will continue to be an independent. The Frostilla Company and the Pompeian Com-

pany are not merged. They are both independent companies, but the management of The Frostilla Company has assumed the management of the Pompeian Company and the production of Pompeian merchandise will be conducted under the supervision of the production manager of The Frostilla Company. The entities, however, of the two companies are maintained as independents."

Mr. Shoemaker, in this statement and in other things he has told *PRINTERS' INK*, indicates that this is probably only the first of several things in which he and Mr. Ritchie may be associated. It is certainly a new line-up. The man who has stuck closely to the production of a quality product, and the man who has sold a long line, are going scouting among big merged companies, which may have products for sale, or independent products which want to get into such a combination. Nothing, by the way, is to prevent some other manufacturer who knows the production end and some other man who has specialized in selling merchandise, from getting together as independents, going to a merger, taking one of the products and putting behind it a whole lot of individual pressure, perhaps more than the big merged companies feel like giving it. The idea opens up all sorts of possibilities.

"Who is this man, Ritchie?" many people asked when he purchased Eno in 1928. This man who now has two separate arrangements with The Frostilla Company, one as its sales representative in all parts of the world and the other a partnership arrangement to promote Pompeian with the owners of Frostilla, is a most unusual personality.

Having taken a look at the history of both Pompeian and Frostilla it seems only fair to take a look also at the history of the man who is given full credit by the Shoemakers for putting the present deal over.

Born in Bobcaygeon, Canada, his parents moved when he was quite a small boy to Little Current on the Manitoulin Island. It was

Personal **Income Tax Returns** *Stamp* **Cincinnati** *as* **Ohio's Best Paid Market**

Personal income tax returns in 1927 were filed by 1 person out of every 31 in the state of Ohio; in Cincinnati, by 1 person out of every 14.

A comparison of Cincinnati and Ohio's other market centers of over 200,000 population shows that earnings are higher and buying power greater in Cincinnati than in any of the other major markets of this state.

Ratio of Personal Income Tax Returns to Population:

Cincinnati . . 1 return to every 14 people
 Akron 1 return to every 17 people
 Toledo 1 return to every 21 people
 Columbus . . 1 return to every 24 people
 Cleveland . . 1 return to every 29 people

The Times-Star alone sells the Cincinnati market.

The Times-Star was 11th among all six-day papers for 1929 and led the next Cincinnati paper by 3,554,807 lines of display advertising (6 days against 7).

The Cincinnati Times Star

Eastern Representative
 MARTIN L. MARSH
 60 East 42nd St.
 New York City, N. Y.

Western Representative
 KELLOGG M. PATTERSON
 904 Union Trust Bldg.
 Chicago, Illinois



Not Edited for "45-

ON THE TRAIN... on the bus... on the trolley... lots of people carry the Boston Globe, yet few pretend to read it through en route.

But if you could look into thousands of homes in the Boston Trading Area, you'd find that the Globe is read from cover to cover at a time when readers are relaxed... at leisure... in a receptive mood... *at home*.

The home leadership of the Globe, seven days a week, is mathematically proved by *Sunday circulation figures*.

A detailed comparison of daily circulations in Boston tells little, because evening-paper sales cannot be traced to their destinations. Two papers sell space only on a morning and evening combination basis, thus no information is given regarding the thousands of papers bought in downtown Boston each evening by *suburban residents*.



15-mile-per-hour" readers

On Sunday, every paper is a "home paper," hence Sunday readers are home readers.

The three Boston papers carrying the bulk of the advertising all have Sunday editions. One loses 20% of its daily circulation on Sunday in the Boston Trading Area. Another loses 53%. Clearly these are not strong home papers during the week, for on the recognized home-reading day they fail to hold their audience.

The Boston Globe has the same circulation Sunday as it has week days. It is a home paper seven days a week.

The whole Boston newspaper situation is analyzed in a booklet, "Reaching Buying Power in the Boston Market." Write for a free copy.

THE BOSTON GLOBE

an isolated spot and the salesman who came there in the winter time driving over ice, brought news of the outside world. The idea appealed to young Ritchie. He often wondered why one salesman would be selling pickles, another spices, another coffee or sugar or tea, all making the long trip to far-off spots. Coming down to Toronto he met a man named Wingrove, owner of the Capstan Manufacturing Company, maker of baking powder, spices, mince-meat and other lines. Wingrove was impressed and hired Ritchie for his Northern salesman on a small salary. On his first trip he secured the name of "Carload Ritchie," a name which stuck to him through the years, by selling carload orders of staple groceries.

Leaving because he couldn't get more money, he started in the commission business. His first big job was as sales agent for the Imperial Extract Company. In 1905 he called on the largest wholesale grocers in the world in London, showed them that he knew Canada, and got their lines of coffee, rice, tea and other products and so founded his business. He tried to call on the firm of J. C. Eno in London in 1906, but couldn't get past the boy at the wicket. In 1928, as has been told, he bought the firm for \$10,000,000.

Gradually in Canada he acquired other lines of British merchandise, took over the sales agencies, then started working the United States from Toronto, opening in New York later. He associated other men with him and the business grew. It wasn't until 1918 that he opened an office in New York City. Since then other sales offices have been opened in Philadelphia, Chicago, San Francisco, Winnipeg, Montreal, Vancouver, Sydney (Australia), Wellington (New Zealand), Shanghai and Honkong, London, Buenos Aires, Rio de Janeiro, Valparaiso, Lima and in other South and Central American republics and in most of the West Indian Islands. It had always been his idea to acquire certain businesses after he had seen the sales potentialities of the products. Dur-

ing the course of his career he has often purchased wholesale businesses, built them up and then sold them again.

The first year after he bought the Eno company and Thermogene, combining them into International Proprietaries, Ltd., the company earned \$1,114,000. The second year it earned over \$1,250,000. At the present time the Ritchie organization represents the largest independent specialty selling organization in the world. Harold Ritchie is now president of the new Pompeian Company and F. M. Shoemaker, of Frostilla, is chairman of the board.

Announcements which will follow this first tie-up of the independent manufacturer and the big independent specialty selling organization will be interesting to watch. Undoubtedly a new push is going to be put behind Pompeian which will extend to the whole line. Mr. Ritchie has said that his business is not confined to drugs and proprietaries alone. As a matter of fact, at the present time his organization handles certain grocery, hardware and stationery lines.

With the assurance that this combination of manufacturer and sales agent is going to continue scouting along the merger front to see if there are other duplications in some of the big mergers, or other products which can be bought for a price, a new force with somewhat of a reverse English comes into the present merger situation. For it is entirely possible that in the hectic merger period of the last few years many of the big mergers may find items which they are willing to dispose of to independents. If this particular combination goes ahead as it plans to do and by acquiring in partnership other specialties in other fields, it is only a matter of time when it will represent a very large line with a tremendous annual sales volume. Perhaps in this case we shall have to invent some other name instead of a merger to describe them.

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the country said when I talked to him about this phase of it: "It is something like the European cartel, only different. Much more American and Canadian. Quick on its feet because the manufacturing end will be kept separate and the products will be sold by a group of men accustomed to wholesale selling in all parts of the world. These people are a live bunch, they have a big idea and they will be well worth watching."

Newspaper Publishers to Meet

Finishing touches are being put to the programs which will occupy the attention of newspaper publishers during their annual week of conventions at New York. Activities will get under way with the opening of the two-day convention of the Associated Press on April 21, on which date will be held the association's annual luncheon.

On April 23 the convention of the American Newspaper Publishers Association will begin its three-day convention. From the standpoint of interest to national advertisers, the principal topics include a discussion of the national-local rate situation and presentation of a report from the committee on measurement of lineage which is seeking a standard form of measurement.

The directors of the Bureau of Advertising of the A. N. P. A. will probably hold its annual meeting on April 21 for adoption of the annual report. The convention week will close with the dinner of the bureau which will be held on April 24. Roy Howard, Scripps-Howard Newspapers, is chairman of the committee on dinner arrangements of which the following are members:

Howard Davis, New York *Herald Tribune*; Roy Hollins, New York *Daily News*; J. F. Bresnahan, New York *World*; Frank E. Tripp, Gannett Newspapers; David B. Plum, *Troy Record*; A. L. Miller, *Battle Creek Enquirer*; News, and William J. Hofmann, *Portland Oregonian*.

For the first time in many years those attending these conventions will meet at a place other than the old Waldorf-Astoria. This year the gatherings will be held at the Hotel Pennsylvania.

To Represent "St. Nicholas Magazine"

The Scholastic Publishing Company, Pittsburgh, which recently purchased *St. Nicholas Magazine*, has appointed the Educational Advertising Company, New York and Chicago, as advertising representative of that magazine.

Joins Van Allen Agency

James R. Manning has joined The Van Allen Company, Chicago advertising agency, as marketing counsellor.

Financial Advertising Groups Meet

Ways and means by which banks, trust companies and investment houses can develop new business by advertising and selling methods designed to meet present conditions in financial markets, will be studied by the research committee of the Financial Advertisers Association during the coming year. This was decided on at the mid-year meeting of the committee held recently at the Hotel Vanderbilt in New York.

The board of directors of the association also held its mid-year meeting recently at Louisville, and discussed plans for its convention to be held in September. The committee decided to divide the departmental sessions into three divisions, one covering the large cities and the large banking and investment institutions, the second concerned with the medium-sized cities and the third with the small cities.

F. R. Kerman, vice-president of the Bank of Italy, San Francisco, who is in charge of the membership drive of the association, reports that the membership at the present time is 824, an increase of 5 per cent over this time last year.

Join Lord & Thomas and Logan at Los Angeles

Kendall Thurston and F. B. Mallory have joined the staff of the Los Angeles office of Lord & Thomas and Logan, Inc. Mr. Thurston was formerly vice-president of Young & McCullister, Los Angeles, and prior to that, was with the advertising firm of Heintz & Robertson. Mr. Mallory has been with the San Francisco office of Lord & Thomas and Logan and, before that, was an executive with the New York office of Erwin, Wasey & Company.

With Niagara-Hudson Power Corporation

J. Lyman Gologly, formerly advertising manager of the New York Power and Light Corporation, with headquarters at Albany, N. Y., has been appointed advertising manager of the Central division of the Niagara-Hudson Power Corporation, with offices at Syracuse, N. Y.

Silverfill Account to Redfield-Coupe

The Silverfill Manufacturing Company, New York, has appointed Redfield-Coupe, Inc., advertising agency of that city, to direct the advertising of Silverfill, a silver plating compound. Radio and magazine advertising are being used.

Death of I. P. Thomas

I. Powell Thomas, publisher of the *Norristown, Pa., Register*, died recently at the age of fifty-three.

A New Product

takes its second bow



KLEENEX Cleansing Tissues were introduced as a cold-cream remover five years ago. As is the case with so many luxurious additions to the toilet, they soon became indispensable to the women who had once tried them. Sales crept up and up—without any great driving effort on the part of the organization behind this product.

One day not so long ago, following intensive study of the product and its uses by our client and ourselves, it was determined to give Kleenex a new dress and certain style additions.

"Color is dominating everything," the thought went. "Why not put out Kleenex in colors to harmonize with boudoir and bathroom decorations?"

Thereupon, Kleenex was tinted with pure vegetable dyes in the delicate shades most in vogue. And this new Kleenex was put out in new, singularly ingenious containers . . . smartly modern of design . . . releasing two tissues at a time.

These boxes, in the four gay tints of the colored tissues, make a striking background for display of Kleenex. Dealers instantly recognized this. Kleenex began to enjoy window display to an extent unheard of in the past.

Sales mounted as local newspaper test campaigns and these window displays brought the new Kleenex to the attention of women.

So convincing have been these local tests that the story of the new Kleenex is now being told nationally. Kleenex in colors makes good copy, of course. All of which explains why the Kleenex advertising appropriation for 1930 is more than double that of 1929.

Kleenex Company has been a client of Lord & Thomas and Logan since the product was first introduced in 1925.



LORD & THOMAS AND LOGAN ADVERTISING

CHICAGO
919 N. Michigan Avenue

LOS ANGELES
1151 South Broadway

TORONTO
67 Yonge Street

NEW YORK
247 Park Avenue

WASHINGTON
400 Hibbs Building

MONTREAL
1434 St. Catherine St. W.

LONDON
Victoria Embankment

SAN FRANCISCO
225 Bush Street

PARIS
78 Champs Elysees

Each Lord & Thomas and Logan establishment is a complete advertising agency, self contained; collaborating with other Lord & Thomas and Logan units to the client's interest.

What Styling and Advertising Did for a 100-Year-Old Company

The Largest Producer in Its Field, This Company Found That a Modernized Product Plus Advertising Could Change Its Entire Outlook

As Told to Charles G. Muller by

L. W. Jackson

Sales Manager, The Palmer Brothers Company

WITH most products it is extremely difficult to single out one phase of merchandising and say with assurance: "This is the plan that brought us so-and-so much business," or "This is the idea that opened so-and-so many new outlets." Therefore, it is interesting to find a product the merchandising factors of which remained constant except one and to learn just what effect that one variable factor had on the line's sales.

Comfortables, as manufactured by The Palmer Brothers Company, provide an extraordinarily fine opportunity to see what effect advertising can have on a modernized product. For until November, 1929, Palmer comfortables never had been advertised, despite the fact that the company is the largest manufacturer in its field, with a sales volume running into millions of dollars.

The best way to present the story is with before-and-after pictures. What the picture was before advertising and what it is after advertising is outlined by L. W. Jackson, sales manager of Palmer Brothers, in this way:

Starting in 1789, the company's New London plant turned out rope. Then, about the time of the Civil War, Miss Grace Palmer made a

comfortable at home and began to supervise the making of others. These the company distributed to the surrounding district, and the comfortables gave promise of developing a very nice business.

Becoming interested, William H. Palmer designed and patented machinery to manufacture similar comfortables on a larger scale and at a price lower than was possible by hand production. With these machines, Palmer Brothers entered the manufacture of comfortables, gave up the rope business, and subsequently became the leading producer in the field.

In the early days, business was done mostly in the low-end of the line, comfortables in this class retailing for less than \$1, while

high-end merchandise ranged up to \$3. Distribution was throughout the United States and Central America, two or three salesmen being able to cover the trade, while the major sales help enjoyed by these men was a sample book showing the outside covering of Palmer comfortables.

Along these simple but fundamentally sound lines, based on a good product, the company's business continued to flourish. The year 1928 found the company still leading its industry, doing a \$3,000,-

UN**TIL** a few months ago, The Palmer Brothers Company, manufacturer, had never advertised. In 1789 this company started a rope business. About the time of the Civil War, it entered the manufacture of comfortables. This end of the business grew so rapidly that rope was dropped and the company became the largest manufacturer of comfortables in the country.

All this, remember, without benefit of advertising. Then came the decision to modernize the line and to advertise. What has since happened makes a remarkable story of what advertising, when hitched to a good line, can do to impart the vigor of youth to an old business.

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Our equipment is the most modern that money can buy and there is enough of it to handle the largest job. Good equipment isn't everything but it goes a long way towards making good printing possible.

OGDEN
PRINTING CO., INC.
209 W. 38th St., New York City



THE SAME GROCERY BOY

In a Typical Trading Center an investigation was made of the buying habits of Cosmopolitan families and non-Cosmopolitan families. In houses next door—same income of owners—same social standing—same valuation of home—it was found that—Cosmopolitan families aver-

COSMOPOLITAN: A *Class Magazine* with



BOY HOUSES JUST ALIKE

enter aged \$3 a week more for
made groceries than the family
Cos- next door! \$3 a week totals
non- \$249,600,000 a year for Cos-
In mopolitan's 1,600,000 fam-
e in- ilies—a mighty impressive
social figure for food advertisers
on of to consider.

hat- Let us tell you about "The
ver- House Next Door."

Mag With More Than 1,600,000 Circulation

000 yearly volume, still distributing through jobbers with only some few direct sales, and still with no advertising or promotion other than a yearly page announcement in one trade publication at the annual opening of the line.

One noticeable change had crept in, however. This was a falling off in the sales volume of low-end comfortables. And because these lower-grade items had been the mainstay of the business for decades, it was important that something be done to remedy the condition.

At this time Palmer quilts were not an outstanding factor in the high-end of the comfortable business, for the company, stressing its large low-end production, had merely filled in the more expensive items in order to have a rounded line. But the company realized that ever increasing interest in style and color in the home indicated possibilities for greater sales of high-end comfortables if special attention were given to their styling. There was no thought, however, that the same thing could be done with low-end merchandise, the belief being that this staple part of the business would go on as it was while the high-end, through modernization, was being built up.

After studying market conditions, it appeared to the company that if the higher-grade comfortables were redesigned as to pattern, color and stitching, their sales could be appreciably increased. This turned out to be true—but with a welcome surprise that came when initial advertising reached the consumer.

The old product was completely revamped, with prices of \$7 to \$100 covering merchandise of the very latest designs. Where previously floral patterns offering comparatively little variation had been the mainstay, modernistic flowers appeared on the new com-

fortables, geometric designs of stitching and cloth were laid out, and contrasting colors were employed in coverings which ranged from mercerized sateen to the finest of silk crepes, satins and panne velvets. All of these new designs, which were in addition to the old lines, took some time to appear in final form for marketing.



Special Rooms Were Constructed by Retailers to Display Palmer Comfortables

The new high-grade comfortables came out also with a "candlestick label" sewn in the corner—the first time that the company had branded its merchandise. In a triangle, under a candlestick silhouette, were the words, "Palmer Comfortables, New London, Connecticut." Each grade quilt also was given a name, such as "Dutchesse," "Nancy," and "New Yorker."

Not only were the redesigned comfortables so branded, but their containers also were modernized. From plain brown cardboard boxes the high grade comfortable containers changed to a black box with gold stars, to give the effect of night and its association with comfortables. And on these boxes was put the candlestick trade-mark, further to identify the new merchandise in retail window or on counter and shelf.

The company now was in position to make a real consumer test. Already the comfortables had been shown to retailers in a dozen key

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Mar. 27, 1930

PRINTERS' INK

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cities over the country, and preparations had been made for these stores to tie-in window and department displays with the national advertising about to be released. While a certain timidity was evident on the part of the trade toward what appeared to be a most radical departure from accepted merchandising, the company went confidently ahead.

In November, 1929, the first consumer advertising appeared in two magazines addressed to women and the home. These advertisements presented the new quilts in color, told of their modernization and gave prices—\$7 to \$100.

The importance of this test lies in the fact that it uncovered completely unsuspected possibilities. What the company had in mind for the advertising was to place before consumers of means the idea that here were quilts to fit into color combinations of more expensively decorated rooms. That is, the thought was that these comfortables would find their market as a luxury product.

What actually happened was that 65 per cent of the large volume of returns from this opening advertising were from small towns and country villages. Women in isolated sections of the United States wrote in asking for booklets and for names of the stores carrying the new comfortables. Women in small rural centers asked the same. And as prices had been given, there could be no doubt that this interest of consumers of small means offered an unthought-of market.

Returns from the trade also were enlightening. Whereas Palmer comfortables hardly ever before in their long history had gained windows for display, the new quilts found themselves in the windows of practically every store that took on the line at the opening. Part of this interest was due to the fact that the company had advertised the new line in two business papers. The company also received letters from buyers indicating that retail merchandising effort in the future would be firmly behind the modernized, advertised comfortables.

Out of this reception of the new high-end merchandise came the

thought that low-end sales also could be stimulated along similar lines. Replies to advertising for the high-end merchandise from rural sections of the country having given every indication that many people of small means were interested in expensive comfortables, why would not many more be interested in less costly quilts done in the modern manner? And if styling and advertising could build up business which the company had not stressed particularly in the past, why could it not stimulate that part of the business which for so long had been the mainstay?

So, following the returns from the opening advertising campaign, low-end comfortables were restyled. This could be done comparatively quickly because the company's own print works could turn out new coverings at short notice—and announcement of these was made to the trade in January.

Again interest was aroused. With names individualizing many of the new items in the low-end—something which never before had been done—and with new designs, the company found that its low-end comfortables had great sales value. And while it is yet too early to check complete returns from this recent promotion of low-end merchandise, which has been limited thus far to the trade, the reception given the modernized merchandise of low price indicates that it will long remain the mainstay of the company's sales volume.

At present, then, two distinct advertising campaigns are running on Palmer comfortables. The first, on high-end quilts identified by the candlestick trade-mark, is continuing in the consumer and trade publications in which it began, and will appear regularly except for two short periods of the year, when merchandising of this type of product is at a low ebb. The second campaign, for low-end comfortables, is running in business papers alone. As further returns come in from these campaigns, increased appropriations will be made so that advertising will keep abreast or ahead of sales.

Listed some of the chief results of styling and advertising the mer-

The Distinct Magazine

+ DISTINCT IN CREATING CONFIDENCE



Good Housekeeping readers depend on its advertising guaranty to guide their buying.

EVERYWOMAN'S
MAGAZINE

Good

NEW YORK

amazing the Woman's Field

DENCE DISTINCT IN INFLUENCING SALES +

Women have their Own Dun or Bradstreet

EVERY product advertising in Good Housekeeping has earned an A. I. credit rating. The unqualified guaranty Good Housekeeping places behind each advertisement it accepts gives the product advertised this credit rating among key women.

The Guaranty means to these women—and to the dealers who serve them—that Good Housekeeping's staff of specialists has given the product an excellent rating.

This rating—this Good Housekeeping guaranty—helps eliminate for a manufacturer those expensive sales factors of winning consumer confidence and of getting dealer acceptance.

It breaks down the public's resistance to a new and unknown thing. It establishes the manufacturer's product as a worthy one, and, by putting his merchandise in this preferred class, secures wider sales.

Point 3

in a series showing why Good Housekeeping is
unique in sales opportunities for manufacturers

GOOD HOUSEKEEPING

YORK

BOSTON

CHICAGO

DETROIT

SAN FRANCISCO

for $\frac{1}{3}$ the life of AMERICA

Since 1830 there has been a Boston Transcript, owned by the same family, held true to the same traditions, attracting the same type of readers, until today it is looked upon as more than a commercial enterprise—far more than an affair of profit or loss.

To its readers, the Transcript speaks with the voice of an old friend of the family, to be listened to with respect, its advice to be acted upon with confidence and security.

Transcript readers are not wishers; they are buyers with continuous ability to buy. For them an advertisement in the Transcript is the recommendation of a trusted counsellor.

BOSTON EVENING TRANSCRIPT

Highest ratio of BUYERS to readers

CHARLES H. EDDY CO.

Boston New York Chicago

R. J. BIDWELL CO.

San Francisco Los Angeles Seattle

chandise of this long-established company, whose product, having proved its basic worth over decades by building large volume without the help of either, are:

(1) Sales were stimulated in merchandise which hitherto had not been considered of outstanding importance in the line;

(2) A new market was found for the grade of comfortables which had formed the line's mainstay;

(3) A widespread trade interest was aroused so that,

(4) The company's modernized merchandise got window and counter display hitherto unaccorded it;

(5) Buyers indicated a ready willingness to co-operate in pushing the comfortables in their stores; and

(6) Palmer Brothers' salesmen, in calling on the trade, were able to offer new ideas which gained quick and renewed interest among buyers who had come to accept the line as never changing;

(7) The company was able to put its name on its merchandise—to identify it from advertising page to point of sale.

"Parents' Magazine" Elects E. R. MacAusland

Earle R. MacAusland, advertising director of *The Parents' Magazine*, New York, has been elected vice-president of The Parents' Publishing Association, Inc., publisher of that magazine. Before joining *The Parents' Magazine* he was vice-president and advertising director of the Priscilla Company, Boston, publisher of *Modern Priscilla*.

R. F. Marshall, Advertising Manager, Robbins & Myers

R. F. Marshall has been appointed advertising manager for all divisions of Robbins & Myers, Inc., Springfield, Ohio, electric motors, generators, fans, hoists and household appliances. He was formerly a member of that company's advertising department.

S. S. Reckefus Joins Guy S. Osborn, Inc.

S. S. Reckefus, at one time advertising manager of the Philadelphia *Public Ledger*, has joined the Chicago office of Guy S. Osborn, Inc., publishers' representative. More recently he was with Stewart-Jordan, Inc., Philadelphia advertising agency.

The History of Childs' Slogan

McJUNKIN ADVERTISING COMPANY
CHICAGO

Editor of PRINTERS' INK:

We wonder if you can give us information regarding the time the Childs Company began using the slogan: "The Nation's Host from Coast to Coast."

McJUNKIN ADVERTISING COMPANY.

THE slogan used by the Childs restaurant chain was not conceived in the same way as most slogans. It was developed gradually and then adopted for permanent use.

"About fifteen years ago," F. C. Lane, in charge of advertising at Childs, told PRINTERS' INK, "an outline map was put on display at every Childs restaurant. Little stars indicated the cities where one could eat at Childs. Beneath the map appeared the caption: 'From Coast to Coast.'"

"Five years later we prepared some advertisements and printed literature in which the words 'The Nation's Host' was used. Someone made the suggestion that these two phrases be combined. It was in this manner that the slogan made its first appearance."

The company liked it so well that it has been used ever since. In other words, "The Nation's Host from Coast to Coast" has been serving Childs for more than ten years.—[Ed. PRINTERS' INK.]

A. H. Hedly Heads Ludlow Typograph

Arthur H. Hedly, formerly vice-president, in charge of manufacture, of the Ludlow Typograph Company, Chicago, has been elected president of that organization, succeeding the late William A. Reade.

New Account to Hearn Agency

The General Naval Stores Company, Inc., New York, has placed its advertising account with The Alfred S. Hearn Company, Inc., advertising agency of that city. Business papers will be used.

J. J. Veth Leaves Erickson

J. J. Veth, for the last six years with the media department of The Erickson Company, Inc., New York advertising agency, has resigned.

What the Distribution Director Can Do to Reduce Waste

He Has a Definite Job to Co-ordinate Distribution Work with Other Functions of Business

As Told to Bernard A. Grimes

By Lee H. Bristol

Vice-President, Bristol-Myers Company, Inc.

THERE are two important qualifications that prove their worth when business faces a crisis. One is co-ordination of distribution activities with other departments of a business. Too often the functions of distribution are conducted as a thing apart. There is need to establish closer relations between distribution and all departments such as should exist between sales and advertising.

The first qualification leads up to or comes from (it is hard to distinguish which) the second qualification: The degree of authority invested in the administration of distribution activities. Close relations did not always exist between sales and advertising, but more and more they are working hand in hand, and there is growing approval of the policy that they both should be supervised by one executive. This policy was discussed at the last convention of the Association of National Advertisers. To visualize the movement in its entirety, the title of Distribution Director was suggested to apply in instances where distribution in all its phases was supervised by one executive.

As stated at the convention the distribution director, whether he be known by that title or another, has a job that transcends that of the present sales manager or advertising manager. He is the focal point where advertising and sales policies are adequately blended.

In a description of the distribution director, it was stated that he should be fully posted on the profit plans of his company. Only five months have passed since this idea was subjected to general discussion. But what a change has taken place in that time! There was the Wall Street break, for instance,

and its resultant inquiry into profit plans.

The search for profits does not necessarily mean that we have to get sales expansion alone. It is readily conceivable that a year which has indicated no advance, perhaps even being lean as to sales, can still be made a profitable year.

Right here enters a useful application of the functions of a distribution director or similar focal point concerned with sales and advertising profits. I might even go so far as to add to the responsibilities of the distribution director as these were originally set forth. They can be expanded to provide that his primary function will be the delivering of a profit as controlled through sales and advertising. Some people have recently even gone so far as to hold to an idea that there is room in business for a budget or profit director. That undoubtedly could be incorporated in the distribution director idea.

When a company has one focal point from which flows all distribution direction, instead of several people in charge of marketing operations, its organization is geared so that every department can work with its marketing machinery.

If we want to put this budgeting theory to a test, let us contemplate the results should a company attempt to build a budget without the help of the marketing executive. His knowledge of present conditions in the market and future possibilities are the keystone of all operations. Is it not logical to look upon him as the balancing factor that correlates all departments of the business?

He foresees demand, is posted



The Significance of the Advertising Lineage in Washington, D.C., for 1929

The figures speak for themselves and express the decided and continued preference of local and national advertisers for The Star, based on the two essentials in advertising value—circulation and reader confidence.

The Star is depended upon for its reliable news. It is the home paper of the entire Washington Market—not only covering it completely but dominating it so thoroughly as to render any other advertising medium unnecessary.

Star Lineage for 1929.....26,621,881

2nd Paper8,851,919

3rd Paper7,730,431

4th Paper5,876,159

5th Paper2,709,579

25,168,088

25,168,088

The Star's Lead in Lineage.....1,453,793

If you wish specific facts concerning the Washington Market and its possibilities they will be furnished upon request

The Evening Star.

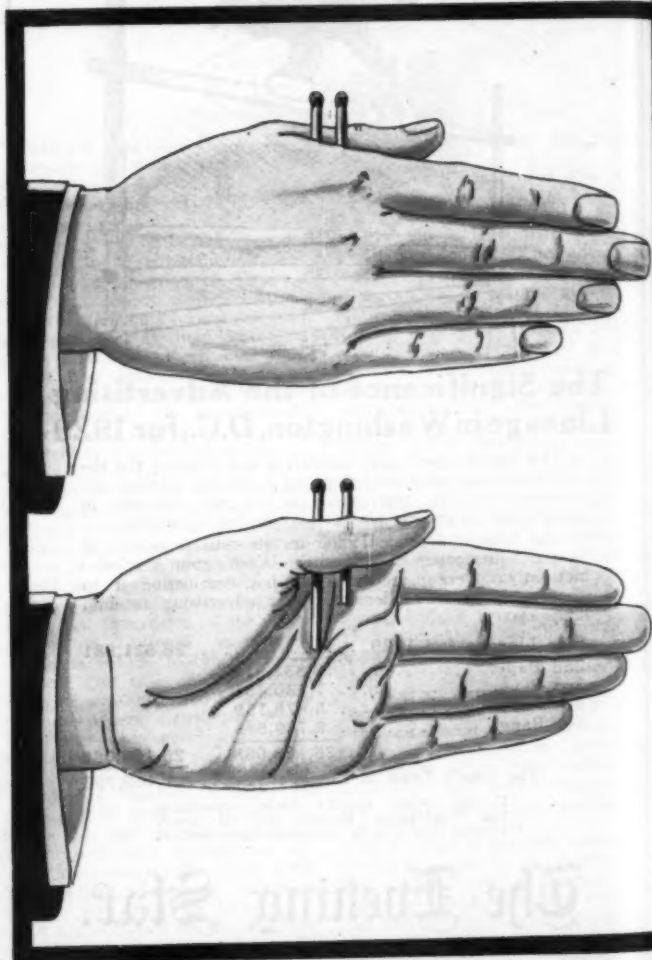
With Sunday Morning Edition

WASHINGTON, D. C.

New York Office:
Dan A. Carroll
110 E. 42nd Street

Chicago Office:
J. E. Lutz
Lake Michigan Building

YOU CAN'T TELL



BOSTON HERALD

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FROM THE OUTSIDE

As an advertiser, or one placing advertising for clients in Boston, you have read our statement that "The Hub" is, in reality, *two* markets. To the outsider these two markets appear as similar as two straws held up for guessing. To the person who knows the inside story of Boston, one of these markets is represented by the long straw—the other by the short one.

Packed within a radius of 15 miles from Boston's hub are nearly 2,000,000 people. Within a 30-mile circle drawn around the city are approximately 3,000,000 inhabitants. But they all cannot be reached by the same medium. Because of differences in sentiment, likes and dislikes, manner of living and even reading and buying habits this vast population is divided into two distinct groups. Tradition, heredity, and environment have been working hand in hand for more than a century to bring about this condition.

The Boston daily papers reflect this state of affairs in no uncertain manner. The Boston Herald-Traveler appeals to one group—the group which experience has proved to be the more important to the advertiser. The Herald-Traveler carries the greatest total of advertising lineage of any Boston daily. This advertising leadership is evidence that advertisers set greater store by the reader-value of Herald-Traveler circulation than they do by any other similar unit of any other large daily Boston newspaper circulation. The other three papers, differing from the Herald-Traveler in almost every respect, serve the remainder of the population.

To reach the more responsive and more profitable group of Boston's divided population, it is necessary for the advertiser to use the Herald-Traveler. No other paper can influence this valuable market. To reach most of the other group, one of the other three papers can be used.

Advertising representative:

GEORGE A. McDEVITT CO.
250 Park Ave. New York, N. Y.
914 Peoples Gas Building
Chicago, Ill.



For eight years the Herald-Traveler has been first in National Advertising, including all financial, automobile and publication advertising among Boston daily papers.

HERALD-TRAVELER

PARITY

THE eyes of the world are focused on London. Its hopes are set on the outcome of the 5-Power Naval Conference. And out of an obscure place in the dictionary "parity" comes to the front as the chief stumbling block, which may lead to failure.

On the other hand, "parity" has had much to do with Goldmann success. 50-50 has been the keynote of our policy and practice for 54 years. In all that time, every Goldmann transaction has been executed with strict adherence to the principle of parity between customer and house.

. ISAAC GOLDMANN COMPANY

Founded 1876

Printing of Every Description

. 80 LAFAYETTE STREET :: NEW YORK

WORTH 6080

on style trends and their possibility of consumer acceptance and anticipates new product opportunities, all of which bear on production and plant equipment. Should the idea for a new product originate with the production department, the distribution director conducts the research which indicates what the market will be and how the product should take.

Cost of sales is the objective being stormed by the forces attacking waste in distribution and it will particularly be the job of the distribution director to narrow the spread between gross sales and gross profits. This cost becomes pertinent when an annual report reveals that while sales may have remained practically unchanged, the cost of selling has been so reduced as to result in a larger gross profit than was obtained in a year when sales volume was higher.

In this matter of earnings and sales expense, it is relevant to point out that as companies progress and grow in earnings, it becomes increasingly important that mere *percentages* be no longer the determinant of effective progress. Profit dollars increasingly come at greater costs. The percentage thereby is changed and the formula, at first glance, may appear to be badly warped. But, in reality, new profit dollars are still obtainable.

Is it fair to determine for one product that a reasonable sales expectancy can be attained by an expenditure figured on a percentage basis? I challenge this at the outset for I believe that too many factors enter into consideration of the problem. For example, X product might differ markedly from Y product, made by the same company when gauged by the following factors:

1. Size of market
2. Age of product
3. Extent of its development
4. Competition's facilities
 - a. Sales competition
 - b. Advertising competition
5. Rate of speed desired for development of program.

It is easy to observe that a consideration of these points would

indicate marked variances when applied to product X or product Y.

After all, the history of products shows that, from their inception, they go through the well-known and clearly applied progress of the inevitable ogive curve. This curve divides the history of the product into three classifications: (a) Introductory, (b) period of rapid growth, (c) period of saturation. (The ogive curve runs from left to right, its horizontal progress denoting time and its rises and falls indicating sales volume.) By extending the line of this curve, management is able to strike a dead reckoning and anticipate the trend of product distribution.

The line will run upward as the product responds to sales and advertising effort, flattening out as demand becomes fixed, either to fall when saturation sets in or rising again in response to a fresh merchandising stimulus. It tells management three things, whether business is going ahead, whether it is stationary, or whether it is falling behind.

The distribution director exerts an important influence in the course of that growth curve. He can quickly act to the situation reflected by a falling off of the curve. He has both sales manager and advertising manager as his lieutenants. There is no time lost overcoming counter explanations as to whether sales or advertising pressure is needed, the distribution director is the balance wheel which immediately sets machinery in operation to pick up lost speed.

As the dignity of big business, as such, increases, the type of constructive ability and brains invited into it is immeasurably increased by the constant addition of higher caliber personnel. This personnel will increasingly be prepared to work out solutions to marketing problems. Instead of the advertising agency being the sole inspiration for creative ideas and the pleader for adequate appropriations to meet the needs of the business, the agency will have an intelligent ally in the distribution director.

Because of the authority dis-

tribution directors should have and the broad scope of their operations, reporting to the heads of the businesses and, as is the growing tendency, explaining their recommendations directly to the boards of directors, the position is one that is going to make an invitation that will be quite attractive to men who can measure up to its requirements. The position will be bigger than any one sales managerial job, as figured in terms of directing the men in the field. It will be bigger than any one advertising manager's job, as viewed from checking copy up to advertising direction.

Balance in Advertising Is Too Often Overlooked

To many it would seem that a properly developed advertising manager's job makes but two or three requirements. (1) Through him a company and the products are interpreted to the public. (2) He lends balance to all factors that enter into the advertising or sales promotional entity. Too often *balance* in advertising is overlooked or neglected. No promotional campaign for any product can confine itself solely to one single isolated type of medium or type of mediums. Everything tends to co-ordinated effort which by experience and judgment can be blended adequately into a proper whole.

By the same token the advertising of two products would require varying balance. When measured in these terms the real value of the distribution director's job will rest with a pretty important executive, because this degree of balance, of necessity, involves all elements of selling and all elements of advertising.

The distribution director will be an important factor in the efforts which both Government and business are directing to reduce waste in distribution. This problem of waste is not being simplified by the added complexities being introduced by mergers and diversification. As departments grow in number and as new products are added, it becomes more essential than ever that there be a master

co-ordinator to interpret the needs of the consumer to the company and, in turn, interpret the company and its products to the trade and consumer.

Here we may discuss the matter of research, which is of two kinds. Statistical research that intelligently reviews past history and progress to date, with its indications for the future. Then there is the other type of physical research, which includes (in addition to product and material control analyses) such developments as new products and new uses. The place in the picture which these activities have was pertinently suggested by Alex. F. Osborn in his talk before the A. N. A., in which he was bold enough to plead that the necessities of production expediency alone should not govern research: that primarily research should look to distribution heads for its direction and guidance.

After all, any product is destined for a market and unless the interpretation of that market is adequately covered, then any creation of new products falls short of the first essential.

Some changes in products are desired or made because of ease of production. When style enters into the picture, any changes should originate with the distribution director. Too often products are originated to find capacity production for equipment which otherwise would be idle, rather than developed as products to meet market conditions that present an opportunity.

This only contributes to waste in distribution and the judgment of the alert distribution director should forestall such unprofitable ventures. As with production, every department of a business exerts an influence on distribution and waste cannot be overcome by those charged with distribution alone. Co-operation is required. In line with the primary principle that the distribution director shall deliver a profit, his success will be measured largely on his ability to co-ordinate the processes of distribution with those activities directed by other company executives.

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Bundscho's typography
is the fine art of mak-
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conspicuous without
making it ridiculous.



J. M. BUNDSCHO, INC.
Advertising Typographers

65 EAST SOUTH WATER STREET

CHICAGO

HERE TYPE CAN SERVE YOU

and, You, Too, Will Come to This Conclusion...

"the readers of The Press are the people it is most important to reach."

Use the Result-Producing Test and you will select The Press exclusively to cover the true Pittsburgh market at one low cost.

Do as Browning King did. Investigate. When they decided to enter the popular price field in men's clothing they investigated the Pittsburgh market and the letter here tells what that investigation revealed.

If you want to avoid class distinction place your advertising exclusively in The Press, the newspaper with universal appeal to all classes. It is this broad appeal which has made The Press one of the world's greatest advertising mediums, as attested by its standing in 1929 . . . fifth in total advertising among the newspapers of the world.

The Pittsburgh Press

A SCRIPPS - HOWARD NEWSPAPER

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVENUE, N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
... OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO SAN FRANCISCO LOS ANGELES DALLAS DETROIT PHILADELPHIA BUFFALO ATLANTA

TYPOGRAPHY THAT SETS UP AN IDEAL



BOSTON

The Berkeley Press
The Wood Clarke Press

BUFFALO

Axel E. Sahlin Typographic
Service, Inc.

CHICAGO

Bertsch & Cooper
J. M. Bundscho, Inc.
Hayes-Lochner
Harold A. Holmes, Inc.

CLEVELAND

Skelly-Typesetting Co.

DENVER

The A. B. Hirschfeld Press

DETROIT

George Willens & Co.

INDIANAPOLIS

The Typographic Service Co.

LOS ANGELES

Typographic Service Co.

NEW YORK CITY

Ad Service Co.
Advertising Agencies'
Service Co.
Advertising-Craftsmen,
Inc. (A-C)

Advertising-Typographers, Inc.
The Advertype Co., Inc.

E. M. Diamant
Typographic Service
Frost Brothers

David Gildea & Co., Inc.
Heller-Edwards Typography, Inc.
Huxley House

Montague Lee Co., Inc.
Frederic Nelson Phillips, Inc.
Royal Typographers, Inc.

Supreme Ad Service
Tri-Arts Printing Corp.
Typographic Service Co.
of N. Y., Inc.

Kurt H. Volk, Inc.
Woodrow Press, Inc.

PHILADELPHIA

Progressive Composition Co.
Willens, Inc.

PITTSBURGH

Keystone Composition Co.
Edwin H. Stuart, Inc.

ST. LOUIS

Warwick Typographers, Inc.

TORONTO

Swan Service

Why Not Establish A Typographical Identity?

Dizzy sums are spent to give a store or building an arresting identity so that it steps out from its null neighbors in the row. Fine typography can affix the same confident, emergent individuality to the promotional publicity of every advertiser. Fine typography can keep advertising from being stifled, overshadowed or buried. Fine typography can save many times its cost by making four newspaper columns that "stop 'em" do a bigger job than a page that is skipped.

ADVERTISING TYPOGRAPHERS OF AMERICA

National Headquarters — 461 Eighth Avenue, New York

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A Sales Meeting That Was Founded on a Questionnaire

Every Member of This Company's Sales Force Was Sent a List of Questions the Answers to Which Were Used as a Basis for the Meeting Program

By F. E. L. Whitesell

Assistant Sales Manager, Railway & Industrial Engineering Co.

QUESTIONNAIRES are being used to solve many business problems, but I wonder how many companies are using them to help make sales conventions successful. We have had some experience with questionnaires along this line that may suggest a way of solving some other company's sales meeting or convention problems.

Experience had taught us that a sales meeting can readily gravitate into an "experience meeting" upon the slightest provocation, the results being anything but satisfactory. Thus it was agreed that a closer pre-planning would eliminate this undesirable feature and that a questionnaire should comprise a part of this pre-plan. Accordingly, thirty days before the date of the sales meeting, every member of our outside selling organization received a copy of a questionnaire, with a letter explaining its purpose.

The questionnaire comprised ten questions, with several subdivisions, pertaining to objections to our products, difficulties encountered in selling, major selling points, accessibility of territory, quotas, competitive activities, co-operation of home office, most effective aids to personal selling, general and specific forms of advertising, relative importance of certain factors in selling, such as company reputation, reliability of equipment, personal friendship, advertising and conventions, price—questions, all of which when answered would give us viewpoints not otherwise obtainable.

The replies? Far beyond expectation. So successful that we built our program pretty much on the basis of the replies received. Apparently every salesman saw an opportunity for self-expression,

about a business with which he was deeply concerned, and he used the opportunity to the fullest extent; but in doing so he stuck right to his text.

One of the surprising things was the unanimity of thought expressed on certain questions. I might say that this can be a direct reflection—good or bad—on the method of training employed or the kind of data that is given out by the sales department to the men in the field.

Of course, inconsistencies showed up—lots of them—but they were to be expected and we were able to point them out in unforgettable fashion. For example, some of the men listed a number of equipment features under both "major objections" and "major selling points," showing that perhaps they were actually trying to *start* a sale with an objection. Upon further analysis it was found that many of the major objections were not buyers' objections but only those set up in their own minds. Serious enough, however! Under the question on "major objections," one man said: "There are practically no major objections to our product. I know pretty well the so-called 'standard objections' of nearly every man I call upon, so I avoid them rather than attempt to answer them." Well put, don't you think?

The question of price came in for its share of discussion, both under "major objections" and "difficulties encountered in selling." However, that too was anticipated for it is not uncommon with part of every sales force.

Probably the most glaring fault revealed was that most men used a few orthodox selling points to the exclusion of all others. In other words, their presentations

were lop-sided or "product heavy"—did not contain enough buyer interest nor any attempt to sell ideas along with the products. Every man, I am glad to say, believed in some form of advertising and though vastly divergent in their ideas, they visualized it as an instrument helping them to sell.

And so on through the entire list of questions. Every answer a well of information. But we did not stop there. Using the replies received from the sales force as a basis, a second questionnaire was compiled and submitted to our own executives and factory department heads. They were told that we—the sales department, their only customer—had certain objections to their products and business practices and asked them to give sug-

gestions for overcoming them. We also tried to be fair by asking them if they approved of our sales methods and they were invited to offer constructive suggestions.

Perhaps because these two questionnaires were so helpful and gave us such a wealth of information, I have allowed my enthusiasm for the plan to carry me far afield. However, I have never attended a better sales meeting—and every man there concurred—nor have I ever known a time in the history of our organization, which is this year celebrating its twentieth anniversary, when there was a better understanding among us of each other's problems. This situation alone is sufficient to cause us to look upon the questionnaire method with high regard.

What Groucho Says

He Turns Down a Good Job Offer

YES, I turned down that sales management job at Astorville, \$6,000 increase in salary and all. What do you mean that advertising is my chosen occupation?

You want the low-down on why I refused that job?

Last six months my billings increased 40 per cent. Just put over a couple of fine campaigns for next year. Very much interested in landing the C. C. W. business, got the inside track. Scatter behaved himself last time I saw him. Boss gave me a chance to get more stock. Hell of a time to be offered another job. Some lying hunch has been telling me that I have a world-beater opportunity where I am. Say, ought to hear my boss dilate on "opportunity."

That's the way it goes. Six months from now mebbe three or four accounts will cancel billings. I'll probably lose the baking business in a merger. Likely I'll insult our leading client and the boss will again decide I'm a dangerous man. I'll probably be a nervous wreck. Will anybody stick a sales management job with a juicy salary under my nose then? Stick around and watch 'em *not* do it.

Chosen occupation nothing! Ad-

vertising isn't an occupation anyway. It's a violent form of insanity. Some jobs in advertising may fit a man for sales management, but not the beautiful job of being an important account executive. If it fits a man for anything it is for a diplomatic career in war time.

I'll bet I've had fifty offers of better jobs. I never had one of them except at a time when prospects in my own job looked better than time proved they really were.

Say, I'm actually going fishing next week. Got to meet a client on Monday evening at a fishing camp. Going to travel Sunday, get there Monday morning and fish all day. This will compensate for the trip to Europe I didn't get, also for Pinehurst which I missed. Oh, damn it all, I forgot that the sales manager at Astorville has to spend two months in Europe every year. If the job wasn't filled already, I'd reconsider and take it. Nothing ever looks so good to me as the jobs I have turned down.

Now do you really want the true answer? Well, mebbe I know I'd make a pretty rotten sales manager.

GROUCHO.

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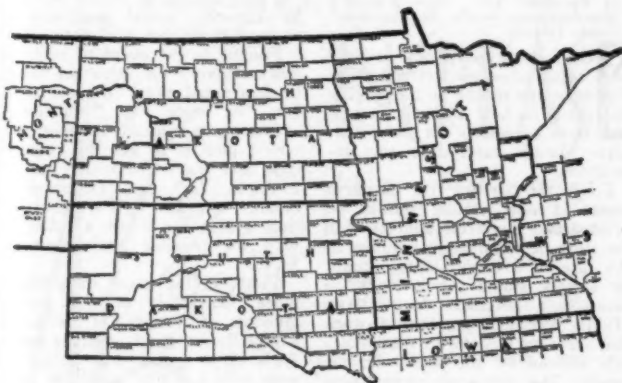
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ROUCHO.

CIRCULATION IN 97% OF THE COUNTIES IN THE NORTHWEST!



THE DISPATCH-PIONEER PRESS is circu-
lated in 258 or 97% of the 265 counties in
their circulating area shown in the above map.

HERE'S coverage—and increased sales volume
in the Northwest market.

Write for Market Analysis.

St. Paul Dispatch - Pioneer Press

Most Returns Are the Result of Misunderstood Sales

If Conditions of the Sale Are Thoroughly Understood There Should Be Little Trouble

By Walter K. Townsend

Sales Manager, McCurrach Organization, Inc.

[EDITORIAL NOTE: These observations were inspired by J. K. Macneill's article in the March 13 issue of *PRINTERS' INK*, "How Twenty Manufacturers Handle the Returned Goods Problem."]

MOST returned goods are the result of misunderstood sales. The salesman should be thoroughly instructed in how to make a sale and how to make out an order. Many details enter into this instruction.

First, the writing of the firm name, if not legible, should be printed and the street address with the store or department number, in the case of a larger store, should be clearly stated. I know of a case of a shipment to a large Middle Western department store that went by mistake to the wholesale instead of the retail department. The wholesale department returned it to the manufacturer because there was no department number on it, the salesman having neglected this detail. When it was finally reshipped to the retail department with the proper department number on it, it was refused on account of late delivery, some ten days to two weeks having been consumed in lost motion.

Second, the terms should be presented on the order form, and here a complete understanding in black and white between buyer and seller is necessary.

Third, no goods should be sold "On Call" without a final definite shipping date. For instance, an order marked "On Call" was once to my knowledge held seven months, at the end of which time the buyer, pleading lateness of style of the merchandise, tried to avoid it. The goods were shipped despite his plea, but so inconveniently that the account was lost.

Had there been a final shipping date on the order the customer

would have undoubtedly purchased less merchandise elsewhere, knowing that the goods, if not called in by himself, would positively be shipped in by that final date.

Fourth, in the event of required quick delivery the salesman should be instructed never to sell goods for "At once" or "Immediate" shipment, as it means nothing. The wisest plan is to get the required date and mark the order, as for example, "All cash, December 1, balance complete by December 10," thus giving the house a little leeway for possible unforeseen delays.

Fifth, in the event of selling a more seasonable bill, a greater amount of leeway is necessary, especially on goods custom manufactured to order. For instance, a man sells a bill of goods in January for spring shipment and writes the order out, one-third February 1, one-third March 1, and one-third April 1. The first one-third shipment is received on time; the second one-third going forward ten days late severely handicaps the budgeting buyer for goods, and it is even money that he will try to dodge the third lot coming in April 1.

The safer way would be for the salesman to sell the order one-third between February 1 and March 1, one-third between March 1 and April 1, and one-third between April 1 and May 1. This requires a little tact and some conclusive arguments by the salesman to protect his house, but in the long run it saves the salesman from having credits to his account.

We find the retailers very fair in the matter of return of seconds, very often overlooking small insignificant imperfections that sometimes escape our examiners, but the delivery and shipment question due

BANK DEBITS

1924
\$3,622,865.643 are on

1928
\$5,292,121.793 the

INCREASE

1
46%

INCREASE!

Bank debits—volume of money turnover—have increased in Buffalo the past five years 46.08%; from \$3,622,865,643 in 1924 to \$5,292,121,793 in 1928. Buffalo makes money and naturally spends money.

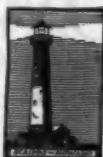
Stability of employment, constantly increasing volume of money turnover, have built a market where concentrated selling effort produces results.

In Buffalo The Times is a major newspaper selling force. In fact, The Times serves an audience of over 300,000 persons in the Metropolitan Area (Erie County); a city twice as large as Albany, New York.

The Buffalo Times

A Scripps-Howard Newspaper

National Advertising Department of Scripps-Howard Newspapers, 230 Park Ave., New York City



Member of the Audit Bureau of Circulations . . . of The United Press and of Media Records, Inc.

CHICAGO SAN FRANCISCO
DETROIT PHILADELPHIA

LOS ANGELES DALLAS
BUFFALO ATLANTA

—>>> THE LARGEST MAGAZINE

Opportunity

Three years ago the five Crowell Magazines achieved a combined circulation greater than that of any other magazine publisher in America.

Another two million circulation has been added since that time.

Therefore the Crowell editorial material must be of a type that constantly appeals to *more and more people*.

A study of the contents of Crowell Magazines is an excellent index to the thinking of the American people.

It is interesting, therefore, to learn that Crowell Magazines are progressive. They are entertaining, but also always constructive. They are sincere. They appeal to the reader's desire for self-improvement. They help people to accomplish more, to live fuller lives, to improve their surroundings, to have better health, to wear better clothes, to eat better food, to enjoy greater happiness.



Crowell

PUBLICATIONS

MORE THAN 8,500,000 CIRCULATION

WOMAN'S HOME COMPANION, THE AMERICAN MAGAZINE

Mar. 27, 1930

PRINTERS' INK

107

CIRCULATION UNIT OF AMERICA



All the progress of modern American industry is dependent on this unsatisfied desire for change and gain.

Advertising in Crowell publications is the logical means of reaching the largest and most responsive market in America.

COLLIER'S, THE COUNTRY HOME, THE MENTOR

THE DIFFICULTY IN ADVERTISING F O O D S

You can't advertise a taste—you can deliver taste.

Appeal must be made mainly thru two of the five senses—seeing and hearing.

Tasting, smelling and feeling are in the product itself.

You can, as nearly all food advertisers are now doing, advertise to the reasoning faculties, tying in with all the interest and education on the nutritive qualities of your food.

Here **PHYSICAL CULTURE** is strongest of all magazines. If your food has caloric value, vitamin content and is a useful item in a balanced nutritive diet, advertise in this magazine and increase sales.

The Physical Culture Institute of Nutrition occupies 2,600 square feet of floor space in the Graybar Building, New York, and uses the entire time of six capable people under the direction of Dr. Ira D. Garard of Rutgers University.



PHYSICAL CULTURE

The National Magazine of HEALTH and BEAUTY

MORE THAN 300,000 FAMILIES Live BY



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to budget control is most serious.

We have installed two rules on the reception of orders:

First, all orders that should be confirmed are just paper until we receive confirmation, and under no circumstances do we enter them as sales.

Second, all orders are checked as to proper writing of shipping instructions, and any that don't agree with existing conditions are remailed to the salesman; and we leave it to him to correct them. A couple of orders so received by a salesman make him very careful in writing up business that is not in accordance with what we can do in the nature of shipments.

We often receive a return of merchandise that has been worn out, mostly after considerable wear. After careful examination, if the merchandise shows long service or excessive wearing, we tell the customer so. If it shows little wearing and defective workmanship we credit the amount. We don't try to split the amount because the claim is either fair or unfair, and the retailer leaves it to our fair judgment.

We know of a case where a retail salesman collected all worn-out merchandise that was left in the store by his customers and unknown to his firm tried to get replacements from the manufacturer. Such practice is not general.

We therefore believe that if all sales are made on a businesslike basis, and the conditions of the sale are thoroughly understood as regards terms, shipments, dates, etc., and if the manufacturer comes anywhere near fulfilling his contract, the retailer having bought the goods because he wanted them, returns will be greatly held down.

Appoint Porter-Eastman Agency

Elsner's Pearl Cream Company, Chicago, manufacturer of toilet preparations, has appointed the Porter-Eastman Company, advertising agency of that city, to direct its advertising account. Newspapers and direct mail will be used.

The Baer Company, also of that city, distributor of Palos Spring Mineral Water, has also placed its account with Porter-Eastman. Newspapers and radio advertising will be used.

Printers and Publishers to Aid Salvation Army

New York printers and allied interests are being organized to assist the Salvation Army in its 1930 drive for maintenance funds. The drive, which will be concentrated in the period from April 28 to May 12, will attempt to raise \$525,000 with which to support the Army's fifty-two institutions in New York.

Chairmen of the various trade groups are: Bernarr Macfadden, Macfadden Publications, newspapers; Charles Francis, Charles Francis Press, printers; Robert R. Heywood, R. R. Heywood Company, lithographers; Richard L. Simon, Simon & Schuster, book publishers; John Carroll, Sinclair & Carroll, printer's ink and supplies, and G. K. Wedekind, Russell-Rutter Company, bookbinders.

Pacific Coast Firm Doubles Appropriation

Hamley & Company, Pendleton, Oreg., have doubled their 1929 advertising appropriation for this year. Magazines are used and the campaign this year will start in April. The company, which has been making saddles for fifty years, started specializing three years ago on a solid leather toilet kit for men which, backed by advertising, is now being distributed nationally. Gerber & Crossley, Inc., Portland advertising agency, is directing the campaign.

Clorox to Start Magazine Campaign

The Clorox Chemical Company, Oakland, Calif., maker of Clorox bleach, stain remover, disinfectant and deodorant, will start advertising in national magazines for the first time in April and May in three women's publications. The campaign, which will continue until December, is being directed by the San Francisco office of Erwin, Wasey & Company.

R. E. Lewis Joins Chicago Bank

Reuben E. Lewis, secretary of the Trust Company Division of the American Bankers Association, has resigned to become second vice-president of the Continental Illinois Bank & Trust Company, Chicago.

Henry E. Sargent has been appointed deputy manager of the American Bankers Association and secretary of the trust company division.

Appoints Donahue, Coe & Mayer

Morris Mather & Company, Inc., investment securities, has appointed Donahue, Coe & Mayer, Inc., New York advertising agency, to direct the advertising account of its office at that city. Newspapers and financial mediums will be used.

Other Advertisers Co-operate in Silverware Campaign

Alvin Breaks Away from Pattern Copy Theme and Features Parties Instead

IN the selling of plated silverware the new pattern occupies the same position as the new model in selling automobiles. Of course, the introduction of a new pattern does not immediately outdate old patterns, as a new model car makes all previous models old-fashioned, yet it is an accepted fact among silverware manufacturers that new patterns are a necessity.

Because of this, the pattern is usually the keynote of the silver manufacturer's advertising. He may ring many changes on the original theme but always his copy stems back to the featuring of a new pattern. The result is that in a single year five new patterns may be offered to consumers.

The Alvin Corporation, like other silverware manufacturers, adds patterns frequently, but its new advertising campaign, which breaks in April periodicals, turns its back on ordinary silverware methods, and features parties.

The company reasons this way. Today, as never before in the history of the country, people are interested in home entertaining. Perhaps prohibition has done it. Perhaps the change would have come without prohibition. The fact remains that during the last few years there has been a distinct tendency away from the party held outside the home to that held in the home. Several advertisers have seen this trend and have capitalized on it. Others are watching it and, although they may not let it influence their copy markedly, nevertheless they are writing their copy with an eye to the party at home.

The trend, it seemed to Alvin, offered the company a way of

freeing itself from the bondage of the pattern, a refreshing advertising angle, and an opportunity to capitalize on a current phenomenon of American culture, if culture it is.

The first advertisement in the series shows a young matron handing a letter to her husband. Reads

Fine—he's coming too!

READ IT
Dick

—says our home is "always a grand place in which to be a guest"

It's great to give a party... and how everybody eager to accept. Of course, there's rivalry. Entertaining at home has suddenly become fashionable. People have discovered it's so much more fun! Now they're picking up new ideas everywhere. Here's a suggestion from Alvin, creator of the new Dawn pattern in silverware.

Read this new book, "The Crowd Comes to Our House." Between its

It's the secret... all in one Silverware by Alvin... the secret to the right (14 pieces)—all in one... a book that will, in only the shortest time of content, and make up for a really fine home, glass, bridge for... etc. And they say that with its elegant, classy appearance... elegant... Read it... —the old pattern and give every thing

THE ALVIN CORPORATION
ALVIN
1000 North Dearborn, Chicago, Ill.
Ladies who are interested in elegant, fashionable silverware, the Dawn pattern in silver, by Alvin, please write to: Mr. Alvin, Alvin Corporation, 1000 North Dearborn, Chicago, Ill.

THE ALVIN CORPORATION
ALVIN
1000 North Dearborn, Chicago, Ill.
Ladies who are interested in elegant, fashionable silverware, the Dawn pattern in silver, by Alvin, please write to: Mr. Alvin, Alvin Corporation, 1000 North Dearborn, Chicago, Ill.

The Trend to Home Entertaining Is Freeing Alvin from the Bondage of Pattern

the headline: "Fine—he's coming, too! Read it. Dick says our home is 'always a grand place in which to be a guest'."

Follows the copy:

It's great to plan a party—and have everybody eager to accept. Of course, there's rivalry. Entertaining at home has suddenly become fashionable. People have discovered it's so much more fun! Now they're picking up new ideas everywhere. Here's a suggestion from Alvin, creator of the Dawn pattern in silverware.

Read this new book, "The Crowd Comes to Our House." Between its

THE BANKER IS IN YOUR PICTURE!

Commencing with the April issue the *Journal* will carry color inside. The rates are most reasonable and an interesting choice of colors is available to advertisers.

* * *

The American Bankers Association is 55 years old and with a long record of successful achievements. The 19,000+ member banks represent over nine-tenths of the banking capital of the country.

* * *

In addition to these member banks the *Journal* reaches over 15,000 senior officers and bank directors at their home addresses. This individual circulation is growing steadily due to the excellence of the *Journal* editorial content.

* * *

This column of news about the *Journal* will be amplified to apply to your business by any one of the men named below if you'd be interested in hearing the *Journal's* complete story.

* * *

Alden B. Baxter, Adv. Mgr.
New York.

Charles H. Ravell,
332 South La Salle St.,
Chicago, Ill.

Capt & Birch,
Kohl Building,
San Francisco, Cal.
846 So. Broadway,
Los Angeles.



When the Banker Speaks— Business Listens

In the February 6th issue of *Printers' Ink* even "Groucho" admitted that the Banker is a pretty important cog in getting the advertising appropriation okeyed.

Think of your own Banker—how important his opinions are to your company.

To operate successfully Bankers need accurate and dependable information—they read the *American Bankers Association Journal* carefully each month because experience has proved its value to them.

Tell your story to Bankers through the pages of this, their own publication.

* * *

AMERICAN BANKERS Association JOURNAL

110 E. 42nd STREET NEW YORK CITY

Edited by James E. Clark

covers are a host of ideas for even the most experienced hostess, original ways of giving and getting more enjoyment by entertaining at home, recipes and menus featuring famous American food products available everywhere . . . not so much how to set the table as where to set it. It's the starting point of ideas that may be used in the one-room apartment or the house of many servants.

You'll enjoy it, it's so modern, youthful, beautifully printed. You can now get a copy for 30 cents in any store where silverware by Alvin is sold—or by mail direct to you, at this special price, if you use the coupon below.

Notice that there is only one reference to a pattern in the copy. Nor is there further reference either in the coupon or in a small box of copy which stands above an illustration to the right of the copy of a boudoir box packed with silver.

The book, "The Crowd Comes to Our House," represents an interesting departure from the average book of its kind. It is not, like several excellent books published by other silverware manufacturers, a manual of table service with the emphasis on silverware. It is just what it pretends to be, a manual of parties. Here, for instance, are some of the chapter headings:

The Debutante Discovers the Kitchen
The Apple Tree Luncheon
Entertaining in the 24-Hour-a-Day Room
Your Roof is Your Night Club
Their Silver Wedding
The Double-Date Supper
Coffee, the Great Social Gesture.

One of the most interesting features concerning the origin of the book is that the company went to other national advertisers for its recipes. Letters were written to the home economic experts of companies manufacturing nationally advertised food products. These experts were asked to submit menus featuring their products by name and were told that not only would these menus be used, but also that the book would feature by name, title and company the individuals who planned the menus and furnished the recipes.

The advantages to the company are obvious. In this way it is able to get an excellent collection of

tested recipes which would be welcomed by the consumer because they feature products with which she is familiar. It has found other national advertisers only too willing to co-operate. It not only gives them further distribution for their recipes but also fits in with the plans of many who are going after the party market.

The book also fits in nicely with the ensemble selling ideas of the larger outlets handling Alvin silverware. Many of these outlets, such as department stores, are going in more and more for ensemble displays, featuring silver set-ups in the grocery department, for instance, and thereby getting added silverware sales.

Likes the "See Space Salesmen Once a Year" Plan

TIRES

NEW YORK, MARCH 13, 1930.

Editor of PRINTERS' INK:

I can't imagine many things more refreshing than to attempt to sell display advertising to a manager such as the author of your article on page 28 of the March 13 issue ["I See Space Salesmen Once a Year"].

I am confident he enjoys the respect of all advertising solicitors who are interested in his account, including those who were not fortunate enough to secure some part of his appropriation.

I am only sorry that you did not see fit to place this as your leading article, although knowing the close attention your readers give to each and every page, it of course has not been lost.

N. W. BIGGART,
Ass't. Business Manager.

Now The Dosch-Kircher Organization

The Electrograph Advertising Service, Inc., Chicago, direct-mail advertising and sales promotion, has changed its name to The Dosch-Kircher Organization, Inc. There is no change in executive personnel.

Lambert Company Net Profits

Net profits of The Lambert Company and subsidiaries for the year ended December 31, 1929, amounted to \$8,261,036, before depreciation and Federal and State income taxes. Net profits for the year, after all charges and taxes, amounted to \$7,019,349.

With Fred Kimball, Inc.

W. C. Norris, Jr., has joined the Chicago office of Fred Kimball, Inc., publishers' representative.

Feeding

The Pacific Metropolis—

It's a big task to feed San Francisco. But the grocers do it and do it easily. Of course, they have an able ally. . . . The San Francisco News.

These grocers know from experience that The News is THE medium for their advertisements. That's why they concentrate their space appeals in this pace setting newspaper.

Again . . . during February. . . . The News carried more local grocery lineage than any other San Francisco newspaper. And it was the only medium in the field that showed a gain over the same month of 1929. Study these February lineage figures certified by Media Records, Inc.:

LOCAL GROCERS

	Gain	Loss
THE NEWS	6,491	—
Chronicle	—	463
Examiner	—	4,658
Call-Bulletin	—	5,776

San Francisco grocers know that The News has gained almost 4,000 new subscribers during the five months following a fifty per cent increase in price. Investigate . . . and you, too, will INVEST in The New News, San Francisco's pace setting newspaper.

THE SAN FRANCISCO NEWS

A Scripps-Howard Newspaper

NATIONAL ADVERTISING
DEPARTMENT OF
SCRIPPS-HOWARD
NEWSPAPERS
230 PARK AVE., N. Y. C.



MEMBERS OF THE AUDIT
BUREAU OF CIRCULATIONS
. . . OF THE UNITED PRESS
and of
MEDIA RECORDS, INC.

CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . BUFFALO . ATLANTA

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ON PAPER and
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DIRECT COLOR CO

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VE PROGRESSIVE ADVERTISERS

OR~ tography

S COLOR PHOTOGRAPHY, Inc., is an organization formed by the association of W. O. Floing, Inc., of New York City, and Fidelis Harrer, Inc., of Chicago.

d It has come into existence as the largest, best equipped and most effective organization in the world for creating and producing commercial color photography for those advertisers and agencies who desire always to obtain the utmost realism in physical appearance of product or illustration in colors.

» Separate offices and complete producing studios will be maintained in New York and Chicago at present addresses. Request for representative may be made by letter or telephone to

R COLOR PHOTOGRAPHY, INC.

A NEW NAME FOR A PROVEN SERVICE

» 11 East Forty-seventh Street,
NEW YORK CITY
Telephone Wickersham 2836

154 East Erie Street,
CHICAGO, ILL.
Telephone Whitehall 7696

Worcester, Massachusetts

One Paper for Each Family

Worcester, the heart of densely populated Massachusetts, has 44,000 FAMILIES with 196,025 family members.

The Worcester suburban territory, average 18-mile radius, has 49,400 FAMILIES with 223,856 family members.

In the Worcester city and suburban territory, with

**93,400 FAMILIES, The Telegram-Gazette has
93,926 CIRCULATION—average net paid, daily.**

(Above figures relating to families and family members do not include boarders, roomers or others who are not blood relations)

In the entire Worcester Retail Area there is approximately 592,000 population.

The total average, net paid, daily circulation of The Telegram-Gazette is

105,626

The Telegram-Gazette regularly sells one paper for each 5.7 persons in the Retail Trade Area.

No other Worcester paper has 30% as much net paid circulation as The Telegram-Gazette. And in the entire country there are not a dozen newspapers in competitive fields which cover their respective territories so completely as The Telegram-Gazette covers the Worcester field.

The National advertiser can adequately cover this densely populated, rich, industrial market by use of The Telegram-Gazette alone.

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

George F. Booth, *Publisher*

Paul Block, Inc., National Representative

New York Boston Chicago Detroit Philadelphia San Francisco

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Recent Business Books

MANY angles of modern business and business history are covered in recent business books.

Whether a manufacturer wants to know more about retail outlets, a local insurance agent how to advertise, or an advertising man how to secure and present marketing information in its most impressive form, the required information is very likely to be found in the increasing number of helpful business books being published.

A brief list of some of the recent ones, with comments on the contents of each, follows:

Economics of Retailing, two volumes by Paul H. Nystrom (The Ronald Press). A revised and enlarged edition of this monumental work, written with a full and sympathetic knowledge of the retailers' problems. A sharp, yet comprehensive, picture of what retailing really is. Volume one states essential principles, analyzes special difficulties, and emphasizes trends in retailing as a business force. Volume two presents complete description and critical analysis of methods and practices from viewpoint of profitable operation. Examples from large stores and small. A practical manual for students of modern distribution.

Profitable Retail Advertising, by M. E. Tobias (Harper & Bros.). A clear and interesting account of the fundamentals of retail advertising. A profitable and helpful desk manual for the retailer who writes his own advertising; a collection of sound ideas for the sales executive and advertising manager.

Business Reports, by A. G. Saunders and C. R. Anderson (McGraw-Hill Book Co.). A complete book on how to gather and then present reports on advertising, marketing, selling and other divisions of business. First part of the book tells how to make the investigation, who should gather facts and how, examples of analyzing and interpreting facts. Second part of book shows how to pre-

sent the data so as to induce acceptance of its recommendations.

* * *

First Five Years Harvard Advertising Awards (McGraw-Hill Book Company). The introduction by Dean Donham of the Harvard Business School tells that Mr. Bok's death occurred just as this valuable book "to make more available the winning material of the awards," was going to press. The scope and character of the volume was one of the last questions discussed by the donor. Each prize of the first five years, the reason the prize was awarded, reproductions, the problems the advertisements were designed to overcome—all are in this valuable collection.

* * *

Scientific Management in American Industry, by H. S. Person (Harper & Bros.). Twenty-six experts make this book an authoritative introduction to the modern science of management. Paul T. Cherington, director of research, J. Walter Thompson Company does the important chapter on "Research for Merchandising and Selling."

* * *

Eighth Annual of Advertising Art (Book Service Co.). Published for the Art Directors' Club of New York, this volume contains advertisements shown at the annual exhibition. Full color and black and white reproductions of the distinguished advertising art of the year.

* * *

The Business Biography of John Wanamaker, by Joseph H. Appel (The Macmillan Company). Here we have the history of a great business built around one personality noted as a keen master of advertising technique. A list of maxims and sayings, and a keen analysis of John Wanamaker's advertising methods by the man so long and closely associated with him are two outstanding features of the book from the advertising man's standpoint.

* * *

Trade-Marks, by Clowry Chapman (Harper & Bros.). The

whole field of trade-marks—uses, importance, dangers, how to choose, what not to do—is covered completely. The important points of law and much sound advice for manufacturers and advertising agencies are set forth in a readable fashion. Incident of "We have two Bakers" and "What's in a name?" when the latter question resulted in 15,000 troops being called out, are two fine spots in a good book.

* * *

Selling Insurance by Co-operative Advertising, by J. W. Longnecker (F. S. Crofts & Co.). A complete history and case book based upon two decades of service in advertising insurance. How to organize a group of agents for co-operative advertising, copy and display suggestions, reports on what has been accomplished.

* * *

A History of American Magazines (1741-1850), by Frank Luther Mott (D. Appleton & Company). A unique and comprehensive study by the president of the American Association of Schools and Departments of Journalism. Not alone a literary and publishing history of real value, but a social history of charm and interest. Some of the political cartoons shown and the individual word sketches of famous publications and publishers of the past make this book most valuable to the student.

* * *

An Audit of America, by Edward Eyre Hunt (McGraw-Hill Book Co.). The secretary of the committee which produced "Recent Economic Changes in the United States" offers a summary of the conclusions and findings of the larger work. A sharp, quick survey of changes in living standards, marketing, agriculture, management and finance. Valuable material on distribution of the national income.

* * *

Public Regulation of Competitive Practices (National Industrial Conference Board, Inc.). A revised and enlarged edition of this

standard book on existing anti-trust policy in its relation to the control of business practices. Such timely subjects as less-than-cost selling are covered. New significant cases brought before the Federal Trade Commission and how the Trade Practice Conferences work are described in this book. A complete record of Federal Trade Commission proceedings is given in the appendix.

Changes on Advertising Staff of Westinghouse Electric

Marshall Adama, formerly sales promotion manager at Mansfield, Ohio, of the domestic appliance department of the Westinghouse Electric & Mfg. Company, has been made assistant general advertising manager with headquarters at East Pittsburgh, Pa. A. B. Zerby, formerly assistant to the general advertising manager, has been appointed director of advertising production. R. R. Davis, also formerly assistant to the general advertising manager, has been made editor-in-chief of the advertising department.

Death of H. C. Cupit

Herbert C. Cupit, president of Cupit & Birch, publishers' representatives, San Francisco, died recently at that city at the age of sixty-four. He had been, at one time, president and general manager of the former *Baltimore World*, and after that, had been publisher of the *Baltimore Sun*. In 1914 he became advertising manager of the *San Francisco Call*, and later, advertising director of the *San Francisco Bulletin*. He had been head of Cupit & Birch for the last five years.

Two Newspaper Campaigns to Advertise Cigars

The Deisel-Wemmer-Gilbert Company, Detroit, plans a seven-week spring campaign in several hundred newspapers, using 11,000 line schedules, featuring its *El Verso* and *San Felice Cigars*. The account is placed by Harry Atkinson, Inc., Chicago advertising agency.

A newspaper campaign on Broadway Opera cigars in selected territories will begin on April 1. This advertising is also placed by the Atkinson agency.

A. G. Degen with "True Story"

Albert G. Degen, formerly with the Western advertising staff of the *American Magazine*, has joined the Western staff of *True Story*. He will cover Memphis, St. Louis, Kansas City, Des Moines, Cedar Rapids and other Southwestern points. He was, at one time, an account executive with the Potts-Turnbull Company, Inc., Chicago advertising agency.

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New York

This City They Call Omaha!

For four months Omaha has been one of the few cities showing persistent weekly gains in bank clearings. . . . Omaha department stores, according to the last Federal Reserve Bank report, increased sales 9.6% in January over the same month last year, although the country as a whole showed a decrease of 3%. . . . Collections in Omaha, by the same report, were 11% better in January than in December. . . . The La Salle map of business conditions is placing Omaha and northeastern Nebraska in the "very good" business area with all the rest of Nebraska in the "good" area. . . . Approximately twelve million dollars in big building construction is under way in Omaha now. . . . It is fair to say that Omaha is in splendid shape and offers a first class territory for selling national products. . . . And the World-Herald, with more net paid circulation in Omaha than there are homes or families, can carry any sales message successfully and without help from any other newspaper.

OMAHA WORLD-HERALD

February, 1930, Average: Daily, 128,036; Sunday, 123,973

O'MARA & ORMSBEE, Inc., National Representatives

New York

San Francisco

Chicago

Los Angeles

Detroit

How Much Should a Copy Writer Know About the Product?

A Question That Has All the Earmarks of Starting Still Another Controversy

By Robert K. Leavitt

Secretary-Treasurer, The G. Lynn Sumner Company (Advertising Agency)

THERE are two classic stories, long current in the advertising business, about cub copy writers. One concerns a youth who was assigned by his chief the task of writing a booklet about mohair. Striding to his desk he sat down and without drawing breath began, "High on the inaccessible crags of the far-flung Himalayas roams the long-haired Mo. . ."

The other deals with a more serious lad who, having drawn an assignment to write a leaflet on the charms of a certain excursion steamer line to Coney Island, vanished from the office for a week and came back with a 50,000-word manuscript beginning with the statement that it is not known exactly when ships were first invented, though it is certain that primitive men possessed the art of navigating crude rafts. "As a matter of fact, chief," he said as he laid this *opus* on his superior's desk "I really don't think you should publish this. My researches show that it is cheaper and quicker to go by subway."

Whatever may have been the subsequent triumphs of these two young men in other fields, at least before their exits from advertising they provided copy chiefs with neat illustrations of the Scylla and Charybdis of copy writing—knowing too little about your product and knowing too much.

For there is peril in either direc-

tion. Admittedly there is a good deal of copy written by people who don't know their subjects, but mighty little of it gets by the alert advertiser. The man who pays the bills is a keen critic of the

technical exactness of copy describing his product; and it is well that he should be, for no matter how thoroughly the outside copy writer knows a product, only the manufacturer can check the final correctness of copy describing that product, and only he can determine how far his company policy may permit advertising to go in its inclusion or omission of significant detail. The advertiser, then, is and should be the safety man in checking copy for facts concern-

NOW that the tumult created by a contributor who wanted to know why copy writers should not sign copy has begun to lessen, along comes Mr. Leavitt with another question that seems certain to start another discussion.

Well, how much should a copy writer know about the product whose glory it is his job to paint for the edification of a world not particularly inclined to go into raptures? We wouldn't dare to venture an answer. But we have an idea that some copy chiefs and some copy men—their venturesome souls anyhow—will make bold to reply.

The forum is open.

ing the product advertised.

It is unfortunately true, of course, that many advertisers are too quick to insist upon meticulously exact technical correctness, to the exclusion of nearly everything else. "Look here, young man," says Erastus McGillicuddy, president of the McGillicuddy Egg-Stain Extractor Company, "you say in this headline, 'gear driven.' D'you want all my competitors laughing at me? You should say, 'driven by the McGillicuddy patent, double-reducing, three-quarter-bevel, chromium-plated, interacting, self-compensating gear-train.'"

Often Mr. McGillicuddy is open



5 facts

*for men
who want more
Western Business*

- 1** The Oregonian Market is the fifth richest in America per capita.
- 2** The Oregonian has the largest circulation of any Portland newspaper.
- 3** The Oregonian carries the largest volume of advertising of any Portland newspaper.
- 4** Readers pay practically as much for their Oregonians as they pay for any two other Portland newspapers.
- 5** The Oregonian leads all other Portland newspapers in reader preference. (Portland Specialty Merchants Association Survey).

The Oregonian

PORTLAND, OREGON

The Preferred Newspaper of the Pacific Northwest

Nationally represented by VERREE & CONKLIN, INC.

NEW YORK

115 Madison Ave.

CHICAGO

333 N. Michigan Ave.

DETROIT

321 Lafayette Boulevard

SAN FRANCISCO

Monadnock Bldg.

Western

AND SOUND STUDIO

A RECORDING license for Electric to this
 Transcriptions under Western ac
 Electric patents, methods and processes great re
 the first of its kind in the history of Ele
 broadcasting, has been issued by Electric
 trical Research Products, Inc., to Sound
 Studios of New York, Inc.

The association of these two important
 factors in this field, raises new stand
 ards in recorded programs.

Sound Studios of New York, Inc.,
 already well known for the splendid
 quality of its radio entertainments,
 among which are numbered

Palmolive Hour Seiberling Sing
 Wonder Bakers Champion Sparks
 Armstrong Quakers
 Chase and Sanborn Choral Orchestras
 and others.

SOUND STUDIO
 50 WEST 57th STREET NEW YORK

A. J. KENDRICK, President

FRANK BLACK, Vice President

Electric

DIC NEW YORK, INC.

Electric to this organization is now added all
Western acoustic science developed in the
processes of great research laboratories of the West-
ern Electric Company.

by Electric broadcasting stations throughout the
United States are rapidly being sup-
plied with Western Electric reproduc-
ing equipment in order that the
transmission shall maintain the same
fidelity with which the program has
been prepared and recorded.

Inc. let us tell you exactly what can be
achieved, what it will cost. Better still,
ask us for a demonstration of electrical
transcriptions created by Sound Studios
of New York, Inc., with apparatus es-
pecially made by Western Electric
Company for recording programs to be
broadcast on Western Electric station
equipment.



OF NEW YORK, INC.
NEW YORK N. Y.

ACK, FRANK HAENSCHEN, Vice Pres.

CHARLES LAUDA, Chief Recording Eng.



From the Castle of
LADY LEVETT WIMBORNE

The significant negative correlation of a country's rate of a country's rate of life expectancy and its rate of life expectancy is shown in the figure below.

For our Old Maryland Times we have secured for the beautiful in Purpled Salmons, it has taken us two weeks and something more of the Old World. It has brought us in, with members in the distinguished, unusual mode of Lady Whitmore.

Frequently one finds diamond-pusher and compressor examples of a gear age of six. Like all gear examples, added to their function is the straightness of the teeth, which is, perhaps, their greatest virtue.

We have brought them to their knees.
In the name of the Lord, of righteous
things they need know — truly — know.



The Capital story of
the House of Windsor



WM. H. JACKSON COMPANY

110 North Michigan Avenue, Chicago

700 North Michigan Avenue, Chicago

OVER A HUNDRED YEARS OF SERVICE TO THE PROMINENT FAMILIES IN THE SOCIAL REGISTER

A 98-Year-Old Firm Tries Advertising and then sticks to it!

During 98 years, with little or no advertising, the Wm. H. Jackson Company, because of the excellence of its antique mantels, fireside accessories and Italian garden furniture, developed the largest business of its kind in a strictly exclusive market. Then they applied that modern sales force—*National Advertising*. We planned and executed every step of their publicity. In three years their sales *doubled*.

See Printers' Ink, Page 151, August 23, 1928.

We believe that advertising success should be judged from the sales sheet. Don't you? If you are looking for *result-producing* advertising, may we show you how we work?

SAMUEL C. CROOT COMPANY, Inc.

Samuel C. Croot
Arthur R. Anderson

Advertising

Robert M. Fern
Stanley Gibson

28 West 44th Street, New York City

to reason—more often, perhaps, than many copy writers dare believe. Sometimes he is not, which is an unhappy circumstance for the writer of advertising, and eventually for Mr. McGillicuddy. At all events, there are more advertisers, McGillicuddy and otherwise, who check the detailed correctness of copy, than advertisers who do not.

It is, then, the function of the copy writer to bring something more than exact knowledge of a product to the performance of his task. True, he should know the product so well that he will impose no undue strain on the patience of an advertiser in the correction of technical detail. But his contribution should begin at the point where the manufacturer, steeped in his product, leaves off. It is his job to supply, first, an outsider's approach to the product, and second, a craftsman's presentation of the product in copy.

In bringing the detached viewpoint to the marketing of a product, the able copy writer performs a very valuable service. His is more nearly the view of the prospective purchaser than the manufacturer's can ever be. His experience in other lines can often suggest worth-while new markets, valuable new selling points or effective new presentations for hitherto timeworn products. On each of these scores he is the better for not knowing too much about the product with which he is concerned. In proportion as he is new to a field of manufacturing and selling he is unhampered by the prejudices which, often without good reason, inhibit the old stagers of that industry. And if he combines this fresh viewpoint with good judgment and the ability to convince others of it he can be a valuable ally to any open-minded manufacturer.

In the actual technique of presentation, too, he is often the better for being not too indoctrinated with the customs of a given trade. His copy, written with a first-hand knowledge of what it means to try to understand a product or a process, will usually be clearer to other strangers than copy full of rubber-stamp phrases significant

only to insiders of the business.

Your first-rate copy writer, in other words, should possess a quick intelligence, a wide experience and a thorough competence in written presentation. If he has these, a sufficient working knowledge of the ordinary product can be rapidly acquired.

For the plain fact of the matter is that except for the most highly technical products selling to the most professional of markets, there is little about the ordinary product which cannot be mastered very quickly by the man of real intelligence. Five-tenths of the stock-in-trade of the veteran of the usual industry consists of glibness in the use of its technical terms. Four-tenths is the confidence born of long experience (all right, call that skill if you will!) and only one-tenth is real specialized knowledge. The ability to grasp quickly this essential tenth is the first mark of a good copy writer.

Mind you, I do not say that a knowledge of markets is to be so easily and quickly acquired. I am speaking of products, and products alone. Parenthetically, however, it might be remarked that in many cases the outsider, for all his ignorance of a trade, starts with nearly as good a knowledge of basic marketing factors as the insider, for it is lamentably true that many manufacturers of the old school market their goods according to tradition, prejudice and hunch, rather than according to definite knowledge of markets.

All this, I realize, is heresy, but like most heresies it is gradually coming to be accepted as true. The success of product after product, achieved through the vigorous application of fresh methods in old fields, has convinced most reasonable people in advertising and selling of the value of an intelligent, experienced, skilled outside viewpoint. A good many of the unconvinced are even now hanging on the ropes.

Railway Appoints Presbrey

The New York, Ontario and Western Railway has appointed the Frank Presbrey Company, Inc., New York advertising agency, to direct its advertising account.

Post Office Is Not Collector of Defaulted Bills

Mail-Order Credit Administration Is Substantially the Same as That of Retail Store

ROLFE C. SPINNING, INC.
DETROIT, MICH.

Editor of PRINTERS' INK:

The very interesting article on the subject "No Sure Fire Way of Collecting Bad Mail-Order Debts," which appeared on page 57 of your February 27 issue has led me to wonder whether there is anything in the United States postal laws and regulations which mail-order advertisers can take advantage of in forcing the collection of bad debts.

I have noticed that a number of mail-order advertisers call attention in their literature to Section 1628 of the postal laws in connection with offers of merchandise sent to prospective customers on free trial. The reference to this law is usually followed by warning against fraudulent use of the mails.

Do you know whether the law referred to is of any practical benefit to mail-order advertisers?

W. C. DUDGEON,
Vice-President.

THE Federal law referred to by Mr. Dudgeon is of "practical benefit to mail-order advertisers" in the direction of preventing or penalizing fraudulent use of the mails. But the defaulted or unduly deliberate payment for merchandise purchased by mail is quite another matter; the Government is not in any sense a collection agency.

Just as a matter of interest—and also as a rather entertaining example of the involved legal verbiage in which, for reasons best known to the law makers or for no reasons at all, many statutes are clothed—we are presenting here Section 1628 of the postal laws:

Section 1628. Whoever, having devised or intending to devise any scheme or artifice to defraud, or for obtaining money or property by means of false or fraudulent pretenses, representations, or promises, or to sell, dispose of, loan, exchange, alter, give away, distribute, supply, or furnish or procure for unlawful use any counterfeit or spurious coin, bank note, paper money, or any obligation or security of the

United States, or of any State, Territory, municipality, company, corporation, or person, or anything represented to be or intimated or held out to be such counterfeit or spurious article, or any scheme or artifice to obtain money by or through correspondence, by what is commonly called the "saw-dust swindle," or "counterfeit-money fraud," or by dealing or pretending to deal in what is commonly called "green articles," "green coin," "green goods," "bills," "paper goods," "spurious Treasury notes," "United States goods," "green cigars," or any other names or terms intended to be understood as relating to such counterfeit or spurious article, shall, for the purpose of executing such scheme or artifice or attempting so to do, place, or cause to be placed, any letter, postal card, package, writing, circular, pamphlet, or advertisement, whether addressed to any person residing within or outside the United States, in any post office, or station thereof, or street or other letter box of the United States, or authorized depository for mail matter, to be sent or delivered by the post-office establishment of the United States, or shall take or receive any such therefrom, whether mailed within or without the United States, or shall knowingly cause to be delivered by mail according to the direction thereon, or at the place at which it is directed to be delivered by the person to whom it is addressed, any such letter, postal card, package, writing, circular, pamphlet, or advertisement, shall be fined not more than one thousand dollars, or imprisoned not more than five years, or both.

2. Whoever, for the purpose of conducting, promoting, or carrying on, in any manner, by

Not the Stodgy, Reactionary Rich of Great Britain

Not the old of mind and body, not the satiated few, who want nothing because they want for nothing.

But the keen, ambitious, eager, earning-spending active generation now taking over control. This is the national audience appealed to, and reached, by Great Britain's national Sunday newspaper—

The Sunday Express

This is the Sunday paper read by the new ruling class in business. The earning class, the spending class.

The Sunday Express has increased its circulation, solely on the merit of its contents, more than a quarter of a million in the last four months.

(This increase is greater than the total circulation of the Sunday papers of the old, static press.)

If you have something to sell in Great Britain, *The Sunday Express* goes where the buying power is today, and where it is increasing.

The Sunday Express

The Forum of Modern British Thought and Action

JOSHUA B. POWERS, INC.

Exclusive Advertising Representatives

250 PARK AVENUE, NEW YORK

London

Paris

Berlin

Buenos Aires

This is the ninth of a series of advertisements presenting the world's most concentrated market, and its three-fold voice—Great Britain and the Beaverbrook Press.

If you are interested in the great British market you should be on our mailing list to receive our series of booklets on how to sell forty million British.

means of the Post Office Establishment of the United States, any scheme or device mentioned in the section last preceding, or any other unlawful business whatsoever, shall use or assume, or request to be addressed by, any fictitious, false, or assumed title, name or address, or some other than his own proper name, or shall take or receive from any post office of the United States, or station thereof, or any other authorized depository of mail matter, any letter, postal card, package, or other mail matter addressed to any such fictitious, false, or assumed title, name, or address, or name other than his own proper name, shall be punished as provided in the section last preceding.

In other words anybody who uses the mails dishonestly or improperly is in for a lot of trouble. We believe it is rather the exception for mail-order houses to refer to this law in the manner suggested by Mr. Dudgeon; certainly none of the larger firms threatens or warns its customers in such a way. The effect on the general selling theme would be just about as bad as for a retail store to place a uniformed policeman at its front door to warn all who entered that if they attempted to cheat the firm out of any money they would probably go to jail. The reaction in either case would not be to the benefit of the seller.

Broadly speaking, mail-order retailers proceed on the basis that they have just about the same degree of protection against fraud as has the retailer who operates a store—although the perpetration of deliberate fraud is somewhat easier when done by mail. In the article, "No Sure Fire Way of Collecting Bad Mail Order Debts," which attracted the attention of Mr. Dudgeon, we stated the reasons for the latter condition. Now and again there is a prosecution for obtaining goods under false pretenses from a store—such as issuing checks against fictitious or imaginary bank accounts, making false representations to obtain credit or having the goods charged

to somebody else without authorization. But apparent default in payment is not *prima facie* evidence of fraud. The debtor may be sued and his property, if any, levied against or his wages garnisheed; or the goods may be repossessed. But he cannot be sent to jail and he cannot be fined unless fraud can be proved.

The situation in mail-order selling is substantially the same, with the exception that the mail-order house has written evidence of the fraud, if such has been attempted. But prosecutions are few except in particularly vicious and flagrant cases or where the amount involved runs pretty well up into money. The expense is heavy and the procedure burdensome. Also the percentage of people deliberately defrauding, or attempting to defraud, a mail-order house, is small enough to enable the losses to be written off as a part of the cost of doing business and at no serious disfigurement to the seller. In one way the person who orders a piece of merchandise without any clearly defined intention of paying for it unless he is forced to do so is just as much guilty of fraud as is the one who passes a spurious check or orders goods under an assumed name. But there is a legal distinction between the two offenses, no matter what may have been in the mind of the purchaser.

Generally speaking, then, it is safe to say that postal regulations are beneficial to the mail-order houses in the way of keeping down cases of palpable and obvious fraud. But the mail-order houses cannot practically utilize them for collection purposes.—[Ed.]

PRINTERS' INK.

Underwood & Underwood Open Detroit Office

Underwood & Underwood, Inc., photographer, has opened an office at Detroit, Miss L. B. Brown, formerly with the Detroit studio of Bachrach, Inc., will be in charge of the new office.

Standard Oil of Kentucky to Atlanta Agency

The Standard Oil Company of Kentucky, Louisville, has appointed the Johnson-Dallis Company, Atlanta advertising agency, to direct its advertising account.

6 NEW Editorial FEATURES of Southern Ruralist

FANNIE HURST

As the fiction feature for this year, SOUTHERN RURALIST selected a series of short stories by Fannie Hurst, the "highest paid short-story writer in the world." One story—complete—appears in every issue.

SOUTHERN GOVERNORS

Governors of Southern States now are writing a series of articles for SOUTHERN RURALIST on rural education, taxation and agricultural development—subjects of vital importance to every farm family. A monthly feature.

LOOKING ON IN WASHINGTON

O. M. Kile, Washington correspondent and former Director of Information, American Farm Bureau Federation, now is covering for SOUTHERN RURALIST events in the National capital. A monthly feature in mid-month issues.

Beauty Culture Subjects

BY MRS. LILLIE GUTHRIE
Knoxville, Tennessee

Music in the Home

BY MRS. S. O. PLOWDEN
Dalsell, South Carolina

The Charm of Good Manners

BY MRS. EDITH GOODWILL
Belzoni, Mississippi

These six new editorial features supplement the work of the editorial staff in the eight established departments—Home, Orchard and Garden, Markets, Farm Mechanics, Dairy and Livestock, Poultry and Boys' and Girls' Clubs. They contribute to the variety of entertaining and instructive editorial material carried in SOUTHERN RURALIST.

This type of editorial service makes SOUTHERN RURALIST first among farm papers in the South in editorial merit—as well as in circulation.

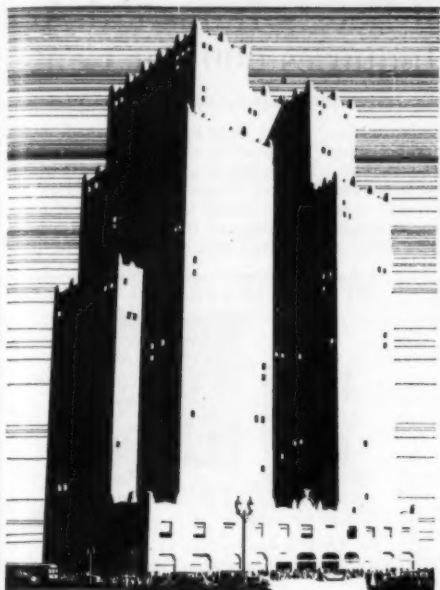
SOUTHERN RURALIST

Serves Every Interest of the Farm Home
ATLANTA, GA.

National Advertising Representatives:
E. KATE SPECIAL ADVERTISING
AGENCY

D'ARCY
ADVERTISING
COMPANY
ST. LOUIS

*Announces
the removal of its
general offices to the
Missouri Pacific
Building
Olive to Pine at
Thirteenth Street*



ADVERTISING IS
THE POWER OF AN
IDEA MULTIPLIED

SERVING THE FOLLOWING CLIENTS:

THE ALLIGATOR COMPANY, *St. Louis* ♦ ANHEUSER-BUSCH, Inc., *St. Louis*
BARTON MFG. COMPANY, *St. Louis* ♦ ♦ THE COCA-COLA COMPANY,
Atlanta ♦ ♦ THE GARDNER MOTOR COMPANY, Inc., *St. Louis* ♦ ♦
THE GENERAL TIRE AND RUBBER COMPANY, *Akron* ♦ THE ILLINOIS WATCH,
Springfield, Ill. ♦ ♦ INTERNATIONAL SHOE COMPANY, *St. Louis*
LAMBERT-FESLER, Inc., *St. Louis* ♦ ♦ MARY T. GOLDMAN, *St. Paul*
♦ ♦ McQUAY-NORRIS MANUFACTURING COMPANY, *St. Louis*
MISSOURI STATE LIFE INSURANCE COMPANY, *St. Louis* ♦ ♦
MONROE CHEMICAL COMPANY, *Quincy, Illinois* ♦ ♦ ST. LOUIS
GLOBE-DEMOCRAT, *St. Louis* ♦ SCRIPTO MFG. COMPANY,
Atlanta ♦ SHELL PETROLEUM CORPORATION, *St. Louis*
THE SHELL COMPANY OF CANADA, Ltd., *Toronto*
VAPLES PLATTER COMPANY, *Fort Worth* ♦ ♦
WESTERN CARTRIDGE COMPANY, *East Alton, Ill.*
♦ ♦ THE WHITE COMPANY, *Cleveland*

More than half of these clients have been
served by the D'Arcy Advertising Com-
pany for from seven to twenty-four years

New Appeal Boosts Industrial Advertiser's Inquiries 600 Per Cent

Change of Copy Has Decreased the Inquiry Cost for This Advertiser

QUESTION any experienced industrial advertiser concerning the function of business-paper advertising and the inevitable answer will be to build good-will and create prestige for the company and product advertised. This is evidenced by the fact that the majority of industrial advertisers get very few inquiries directly from their publication advertising. Results are invariably obtained indirectly and accordingly advertising is given credit for the part it plays.

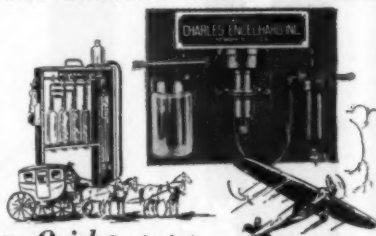
On the other hand, inquire as to the purpose of direct-mail advertising and the usual answer will be to get inquiries. And they do get inquiries from this kind of advertising in proportion to the amount of business-paper advertising that is used as a background in building such good-will that encourages prospects to return the Government post cards for catalogs, or other special information. Both forms of advertising together with catalog copy are necessary and support each other in bringing a maximum of returns. This is the experience of most every industrial advertiser.

Knowing this to be the general rule, Charles Engelhard, Inc., was satisfied for many years with the fewer inquiries received through publication advertising, and the greater number obtained through direct-mail efforts. Since a certain percentage of its sales was expended for advertising each year and inasmuch as the business grew each year, the company felt that it was getting fair value from its advertising expenditure.

However, W. O. Hebler, general manager of this company, felt that

if the right appeal was made in the publication advertisements, inquiries could be greatly increased. Different types of advertisements were tested in a certain industrial publication over a period of six months without attaining the point

THE ENGELHARD GAS ANALYZER



For Quick Gas Analysis . . .

the Orsat is as obsolete as the stagecoach!

Speed is the need of today. . . the airplane has replaced the stagecoach because the stagecoach, and even its successors, were too slow to carry mail and passengers. . . wasted time is wasted money!

Yet some industrial plants continue to use the Orsat for gas analysis. . . the old-fashioned, bothersome, often inaccurate and always slow Orsat!

Twenty minutes for a single analysis is the average speed of the Orsat. . . twenty minutes wasted. . . twenty minutes during which conditions often change!

The Engelhard Gas Analyzer's readings are instant. . . immediate. . . because its operation

is continuous. At any minute of the day, the Engelhard Gas Analyzer's analysis is available. . . and out of twenty minutes ago, but of the very minute your eye looks at its collection!

Quick gas analysis—and what engineer will not readily admit the desirability of quick analysis—is possible only with an electrical gas analyzer.

The Engelhard Gas Analyzer—the standard for many years—will cut costs, reduce risk and hazard, increase efficiency and better your final product. This is more fully discussed in a booklet which we shall be happy to send you. Write Dept. B for it.

CHAS. ENGELHARD INC.
233 N. J. R. R. AVE. NEWARK, N. J.

Standard 30 YEARS

Fifty-one Inquiries Were Received in One Month from This Advertisement—The Average in Previous Months Had Been Four

of decreasing the inquiry cost for each advertisement.

Where space had been used alternately during the previous six months, it was used every month during the latter half of the year with no resultant decrease in inquiry cost for each advertisement. Among the reasons deduced for the non-increase of inquiries were:

1. Competition with the great number of other advertisements vying for the readers' interest.

*when the advertising manager
wants to add Quality—*



This twelve-page booklet won't take five minutes of your time to read, but it will give you much food for thought—particularly if you are seeking Quality Circulation.

Presenting graphically the story of THE FINANCIAL WORLD'S rise to its present premier position, this booklet shows why any campaign appealing to a Quality audience is incomplete without THE FINANCIAL WORLD.

May we send you a copy, together with Dr. Daniel Starch's independent analytical survey of THE FINANCIAL WORLD'S circulation?

The **FINANCIAL WORLD**

America's Investment and Business Weekly

Subscription \$10 per year

MEMBER AUDIT BUREAU OF CIRCULATIONS

53 PARK PLACE, NEW YORK, N. Y.

P-T-A-

A GOOD NAME IS THE ROAD
TO GREAT RICHES



A thought for the better distribution of manufactured articles of quality, but of a diversified nature, whereby manufacturers pool their sales and advertising efforts by the exploitation collectively of one "blanket" trade mark.

The trade mark is adjustable for identity purposes to many requirements, being elastic enough to give each product the necessary individual significance that the product may require to have the product's particular or several uses or advantages register favorably in the public's mind, and yet fit perfectly into the picture of collective marketing.

Simplicity, ease of recall, are two of several outstanding features of this trade mark—features that have made other trade marks household words.

While the trade mark has apparently almost unlimited possibilities, I have listed a few products where the use of this trade mark would be beneficial.

The substitution of other words beginning with the letters P-T-A, other than the words suggested upon page 135 is recommended whenever thought advisable. As illustration, the word "Proper" may qualify the article featured under "T" better than the word "Perfect."

Copyright 1930, J. K. Ingalls, Los Angeles, Cal.

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P-T-A-



Perfect Taste Appeal

MANUFACTURERS OF CANDY, FOOD PRODUCTS
AND BEVERAGES

★ ★

Perfect Teeth Assured

MANUFACTURERS OF TOOTH PREPARATIONS

★ ★

Perfect Tread Assured

MANUFACTURERS OF FOOTWEAR

★ ★

Perfect Time Assured

MANUFACTURERS OF WATCHES AND CLOCKS

★ ★

Perfect Tone Assured

Perfect Touch Assured

MANUFACTURERS OF RADIOS, MUSICAL
INSTRUMENTS

★ ★

Toys, Towels, Transfer, Training, Treasure, Title, Trees, Truck, Trousers, Tea, Tableware, Tablets, Tang, Thing, Thought, Tobacco, Tires, Toes, Tailoring, Tinta, Textiles, Tonic, Tools, Transit, are some other products or service that may use this trade mark.

Correspondence invited from Agencies or manufacturers seriously interested in acquiring a P-T-A- trade mark. Address, J. K. Ingalls, 930 Consolidated Bldg., Los Angeles, Cal.

Copyright 1930, J. K. Ingalls, Los Angeles, Cal.

2. The average person has much less time for reading because of the many prevailing diversions competing for his attention.

Notwithstanding these conditions, it was realized that there was a vital need in industry for the advertised product, and the publication being tested had enough of the right kind of circulation to warrant a decrease in the inquiry cost. Only the right appeal had to be found. And with this objective to be attained, it was found.

After inserting the accompanying advertisement, headed "For Quick Gas Analysis . . . the Orsat is as obsolete as the stage coach!" inquiries for the month of January totaled fifty-one, in comparison with an average of only four inquiries during previous months. Here was the right appeal, and here was the answer to the reduction of inquiry costs for each advertisement.

A Little Change—But Keeping the Main Idea

This same advertisement probably could have been used again with similar maximum results, but it was decided to keep the advertising fresh without digressing from the main idea of "comparison." So the next two advertisements were headed, "For Accurate Gas Analysis in Process Industries the Orsat Is as Obsolete as the Hour-Glass," illustrating an electric clock versus an hour-glass, and "Continuous recording of Gas Analysis . . . as necessary to industrial efficiency as the telephone is to business efficiency!" illustrating the telephone versus the pony express. Returns from these and direct-mail increased from 600 to 1,000 per cent over the old-style advertisements, proving that with the right appeal industrial publication advertising can produce a greater number of inquiries than is ordinarily expected.

Monthly insertions in another publication in the same field have been since scheduled and a repetition of the first advertisement has already proved the value of finding the right appeal and keeping future advertisements in line with it.

Pleads to Spare the Feelings of Golfers

THE ARCHITECTURAL FORUM
NEW YORK, MAR. 12, 1930.

Editor of PRINTERS' INK:

Will you please harken to the impassioned plea of a golf enthusiast and ask the advertisers of the country, whenever they feel it necessary to portray a golfer in action to at least get somebody who knows the difference between a driver and a stymie.

A men's furnishing store recently advertised one of the leading brands of shirts. The advertisement portrayed an ardent young man taking a healthy swipe at something but certainly not at a golf ball. Fortunately, this young man had a watchman guarding the seams of his shirt and I hope that there were a number of watchmen some place off the fairway guarding the trees and possible onlookers. Certainly no harm could have come to anyone who was on the golf course because no man with the grip that this fellow had could have hit a ball down the fairway.

Oh, for some advertising agency man who would have sense enough to go to some golf school and hire the professional of the school to pose for him and not affect the sensibilities of the few of us who have learned that one of the most important things in a golf swing is to keep the hands together so that the wrists will not work against one another.

I hope whoever receives this letter in your office feels the same way as I do.

LESTER R. FOUNTAIN.

J. F. Donnelly Advanced by Bastian-Morley

James F. Donnelly, advertising manager of the Bastian-Morley Company, La Porte, Ind., manufacturer of gas water heaters, in addition has been appointed to direct sales promotion.

J. P. Hutchinson, a member of the sales staff, has been appointed assistant advertising manager.

E. G. Allen with Fuller-Lehigh Company

E. G. Allen, formerly advertising representative at the South Philadelphia Works of the Westinghouse Electric & Manufacturing Company, has joined the Fuller-Lehigh Company, Fullerton, Pa. He will be in charge of the company's advertising.

F. M. Geltz Starts Own Business

Frederick M. Geltz, formerly general manager of the Charles Paist Company, Philadelphia, has organized a direct-mail advertising business at that city under his own name.

Death of A. C. Hoffmeister

Albert C. Hoffmeister, of the sales staff of the Beck Engraving Company, Philadelphia, died recently at that city.

Stresses Value of Selling Behind Dealer Tie-up Work

"Put more selling behind the dealer tie-up work" was the advice stressed by J. J. Kelly, advertising manager of the F. Goodrich Company, Akron, in outlining methods for making the advertising dollar go farther. He was speaking before the Chicago Advertising Council last week.

"Merchandising the advertisement is just as important as the space itself," he said. "Make it appear important to the dealer. Impress him with the fact that he's on your team and get him working with the advertising to maximum effectiveness. Then you will get double value for your expenditure."

"It is well to go even farther and work out a complete retail program for the retailer. Tell him exactly how to proceed, show him the right approach to the problems of selling your product. Again, the advertising becomes more effective and the dollar goes farther."

Mr. Kelly also emphasized the value of skilful handling of the men in the advertising department. "Remember that you are dealing primarily in ideas," he said. "Therefore, give all credit where the credit is due and encourage every source of these ideas in your organization, youngsters included. Do not get into the false position of being the man who knows it all. The advertising manager and the company's advertising will only win as far as the associates in the advertising department will let it go."

Outspoken opinions were expressed by Mr. Kelly with reference to the national newspaper rate discussion and to agreed combination rates. His company, he said, is getting the local rate and considers that advertisers who get the local rate while competitors must pay the national, are doing a better selling job for the same money.

At the same time, Mr. Kelly urged national advertisers to take greater advantage of merchandising co-operation on the part of newspapers, stating that sometimes such assistance is the bigger factor in making copy sell goods.

Beverage Account to Kiernan Agency

The Philippi Bottling Company, New York, has appointed Frank Kiernan & Company, advertising agency of that city, to direct the advertising of its Orange Natural. Newspaper, magazine and outdoor advertising will be used.

Death of F. M. Eldredge

Frank M. Eldredge, at one time advertising manager of *The Detroitier* and, more recently, in business for himself at Detroit, died recently. He was fifty-three years old.

O. G. Alexander, assistant vice-president of the Bank of Manhattan Trust Company, New York, has been made director of advertising.

Business Paper Editors to Meet at Washington

"What Are the Prospects?" will be the theme of the meeting of the National Conference of Business Paper Editors, to be held at the National Press Club, Washington, D. C., March 31. Julius Barnes, Chairman, National Business Survey Conference, Secretary of Labor Davis, Secretary of Commerce Lamont and Bureau chiefs will discuss the business situation and the prospects for the immediate future.

Four A's Sets Date for Annual Meeting

The American Association of Advertising Agencies will hold its 1930 annual meeting at the Mayflower Hotel, Washington, D. C., on May 15 and 16. The regular quarterly meeting of the executive board will be held at the same place on May 14.

E. W. Shaw with Fairall Agency

E. Warren Shaw, formerly with the John A. Snyder Company and with Charles M. Sloan, both Chicago advertising agencies, has joined the staff of Fairall & Company, Des Moines, Iowa, advertising agency, as a copy writer and account executive.

Investment Account to Donahue, Coe & Mayer

Charles R. Hammerslough & Company, New York, investment securities, have appointed Donahue, Coe & Mayer, Inc., advertising agency of that city, to direct their advertising account. Newspapers and financial publications will be used.

Magazine Publishers to Meet

The semi-annual convention of the American Home Magazine Publishers, Inc., will be held at Washington, D. C., from May 22 to 24, following the convention at that city of the Advertising Federation of America. G. D. Mitchell, president, is in charge of arrangements.

International Salt Account to Paris & Peart

The International Salt Company, Scranton, Pa., has appointed Paris & Peart, New York advertising agency, to direct its advertising account. Newspapers and business papers will be used.

Heater Account to Gale & Pietsch

The Gas and Electric Heater Company, LaPorte, Ind., has appointed Gale & Pietsch, Inc., Chicago, as advertising counsel.

for advertising agency readers

As a favor to the thousands of agency readers of *Printers' Ink Monthly*, we are calling their attention to nine articles in the April issue that were written for them

The 1930 Credit Era

J. H. Eydeler, secretary and treasurer, H. E. Lesan Advertising Agency, discusses the advertising agency credit problem.

You Say I Can Cut the Copy!

but Aesop Glim says, "No," and shows how copy, layout and illustrations, to say nothing of the name plate, can be kept intact when the copy sets long.

Solving the Newspaper Halftone Problem

W. E. Barr, of the Eastman Kodak Company, makes some excellent suggestions on increasing the value of photographic illustrations in newspaper advertising.

The Future of Advertising Composition

is Douglas C. McMurtrie's contribution to the series on "Whither Advertising?". An arresting prophecy courageously made.

went

Pr

Advertising As Imitation

Wilson Follett, a critic of literature, accuses copy writers of imitating literary mannerisms, and the bad mannerisms at that.

Finding Copy Themes for the Hard-to-Advertise Product

The history of the Vermont Marble Company's advertising is the history of what happened when a company which "had nothing to advertise" advertised.

The Passing of Bobbed Hair and Short Skirts

Oh, yes, the passing occurred months ago, but Frank E. Fehlman, of Calkins & Holden, Inc., tells of the significance of the change to the advertiser of April, 1930.

In Praise of Miscellaneous Reading

is a wholly amiable recommendation that the copy writer become a dilettante—at least in his reading.

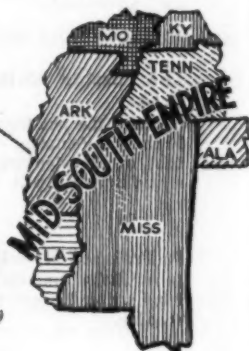
Laying the Bugaboo of Figures

is an article in which Thomas F. Walsh tells how those unusual Monroe Calculator pictures were taken.

These are but nine of the twenty-two articles in the APRIL issue of **Printers' Ink Monthly**

OVER
200,000
 DAILY
Circulation
 As of March 15th
 (Morning and Evening—Week Days)

IN THIS AREA



144,586

The Commercial Appeal (Sunday)

115,479

The Commercial Appeal (week days)

87,122

Memphis Evening Appeal.

THE COMMERCIAL APPEAL

Memphis Evening Appeal

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How Many Prizes for the Prize Contest?

Plenty of Awards with Large First Prizes Are Employed in Most Contests

MONTGOMERY WARD & COMPANY
CHICAGO, ILL.

Editor of PRINTERS' INK:

We will be grateful to receive from you information which will enable us to get a line on certain phases of the results to be expected through prize contests in which the general public is invited to compete.

We would like to get some figures as to what extent the increasing of the number of secondary prizes influences a larger number of contestants.

We would also like to get some figures indicating something as to the number of sales of merchandise made to contestants by following them up.

MONTGOMERY WARD & COMPANY.

A analysis of ten representative prize contests confirms the opinions of several national advertisers who have had plenty of contest experience in the past. This analysis shows that most advertisers believe in the following rules:

1. Offer a total sum of prizes which will reach well over the \$1,000 mark. Of the ten contests analyzed, the largest total money value of prizes was \$30,000 (Eastman Kodak) and the total awards in only two contests ran below \$1,000.

2. Offer a major prize of \$1,000 or more. The largest major prize now current is the \$10,000 in gold for a model home costing at least \$10,000 to build offered by the National Food Preservation Council.

3. Scale off sharply to a second prize. In only one instance is the second prize worth more than \$1,000, and \$500 seems to be a favorite figure.

4. Offer a large total number of prizes. The largest number is 223 and only three companies bring the total number below 100.

5. Keep the prizes in cash rather than in merchandise. Of the ten contests analyzed, only one (Planters Peanuts) makes the acceptance of merchandise obligatory. The only other advertiser offering merchandise, the National Food

Preservation Council, makes the merchandise (a house or an automobile) optional.

An advertising agency executive who has had considerable experience in prize contests (he has conducted three and given counsel service in three others) explained why advertisers have settled on their present policies.

"It is my belief," he said, "that owing to developments during the last few years it is now necessary for an advertiser who wants to use the prize contest to offer total awards far in excess of \$1,000. Some years ago, \$1,000 was a spectacular figure, but during the last year one advertiser offered \$30,000, another \$25,000, and several others have offered sums considerably in excess of \$1,000. Much of the initial success of a contest depends upon showmanship and nothing aids showmanship like talk of large money.

"Experience has proved that a large first prize is almost a necessity. This will have, first of all, a spectacular appeal. Second, it will turn the man who will not gamble his time against several hundred dollars into an enthusiast who has a chance for more than \$1,000. There are few consumers, indeed, who can't use an extra thousand or so and although many of those who at first make up their minds to enter the contest never do so, the fact that a large prize has been offered has turned their attention not only to the contest, but also to the product advertised. I know of no way in which to determine just how many more people will compete for \$1,000 than will compete for \$500, but it is my guess that the proportions increase in geometrical progression rather than arithmetical progression as the size of the first prize is increased.

"It is not necessary to have the second prize anywhere near as large as the first. It should be large enough to attract attention

but the average contestant thinks primarily in big money, if he thinks he has a chance of one of the many prizes. However, here an interesting factor enters. The contestant who sits down to compete for a large prize does so with a mental barrier of inferiority.

"Suppose I don't win the first prize," he says to himself. "And that is quite possible. I bet that there'll be thousands of people going into this thing. Therefore my chances are small."

"His objections are immediately taken care of if there are a large number of prizes. Even if the smallest prize is only \$5, the average contestant figures that if he gets \$5 his time hasn't been wasted."

C. H. Ruffner, of the Eastman Kodak Company, which conducted a \$30,000 contest last year, expresses his belief as follows:

"We do not believe that the average consumer counts very much on a grand prize, but if there are a great number of small prizes, as well as a grand prize, he feels that he has a good chance for a small prize and an equal chance with everyone else for the big money."

The contests which offer merchandise prizes are growing less in number. An advertiser tells **PRINTERS' INK** that he conducted a contest in which he offered more than 300 prizes. In each instance,

the prize winner was offered an option of merchandise or cash. It is highly significant that not a single contestant elected to take the merchandise.

The second question asked by Montgomery Ward is almost impossible to answer in definite figure since there is no way that the average advertiser can check results of his prize contest.

Take the present Ingram shaving cream campaign as an example. How is the company, at the end of the year, to determine how much of its increased sales has been due to the contest and how much to the advertising value of the contest? Post office regulations are so strict that it is not possible for the advertiser to make the winning of a contest conditional on the purchase of the advertiser's product and this eliminates about the only definite check that can be made. Inquiries among advertisers show, however, that almost without exception sales increases have followed the prize contest. It stands to reason that if many thousand consumers enter a contest and other thousands think about it, a beneficial effect on sales is bound to result.

At this point it will be well to emphasize the value of holding the good-will of those consumers who do not win prizes. The main reason for any contest is to get more consumers to think about the prod-

Advertiser	Total Value of Prizes	1st Prize	2nd Prize	Total Number of Prizes
Bristol-Myers Company (Ingram's Shaving Cream)	\$5,000	\$1,000	\$500	328
Eaton, Crane & Pike Company	2,850	1,000	1	355
Drackett Chemical Company (Drano)	4,500	500 ^a	250 ^a	114
L. C. Smith & Corona Typewriters, Inc. (Corona)	1,500	1,000	250	12
Penick & Ford, Ltd. (Brer Rabbit Molasses)	500	150	100	39
National Food Preservation Council ..	25,000	10,000 ^a	3,500 ^a	835
Planters Nut & Chocolate Company	225	100	75	28
Nujol Laboratories	3,150	1,000	500	109
Photographers Association of America ..	20,000	1,500 ^a	500	444
Eastman Kodak Company	30,000	2,500	500 ^a	1,223

^a\$250 prize for best letter in three classes. \$150 second prize for each of three classes. Additional prize \$700 for best letter in all classes.

^b\$500 prize for best letter in three classes. \$250 second prize for each of three classes.

^cFirst prize is \$10,000 in gold or a model home costing at least \$10,000. Second prize \$3,500 in gold or Cadillac automobile, list price \$3,595.

^dThere are three cash prizes and twenty-five prizes of Planters Confections.

^eTwo grand prizes of \$1,500, one for loveliest mother, one for most attractive child.

^fContest on sectional basis. First prize in each section \$500.

FACTS on Southern Aviation



THE SOUTHERN AVIATION territory already contains 26 per cent of all planes. Its growth as a market is phenomenal.

One Southern dealer sold \$92,000 worth of ships to individuals the first 90 days he had the franchise. One distributor has placed 90 ships with dealers in three months. Texas alone will spend \$5,000,000 on airports the first eight months of 1930.

Southern Aviation's 6,000 mail copies cover every phase of the industry in the South, and its influence is a decided factor in the trade alignments which are taking place so rapidly.

For further information write

SOUTHERN AVIATION

Atlanta - - W. R. C. SMITH PUBLISHING CO. - - Georgia

also publishers

Southern Automotive Dealer

Southern Warehouse

Electrical South

Cotton

Southern Power Journal

uct. Thus thousands of people who enter the contest cannot win. If they receive no acknowledgment of their entries or no notification of the results of the contest they are likely to turn their feeling toward the advertiser into one of ill-will. Therefore every contest advertiser should be very sure that this factor is taken into consideration. One advertiser used his contest mailing list as a sampling list and along with each acknowledgment of an entry he sent a small sample of his product.—[Ed. PRINTERS' INK.]

Macfadden Adds Michigan Newspapers

The Lansing *Capital News*, Greenville, *Daily News*, Mt. Pleasant *Daily Times* and Wyandotte *Record*, all of Michigan, have been acquired by the Macfadden Publications. Thomas F. Gougarty, vice-president of the Michigan Macfadden Newspapers Corporation, the holding company which has taken over the four newspapers forming the Goodrich Publications, Inc., has assumed the duties of publisher of the Lansing *Capital News*.

Take Over Space Buying of Milwaukee Agency

Freeman DeWolf has resigned as chief space buyer of Klau-Van Pietersom-Dunlap-Younggreen, Inc., Milwaukee advertising agency. Anthony Van Pietersom, treasurer of the company, with the assistance of C. C. Chapelle, director of research, will handle the work formerly done by Mr. DeWolf.

Death of J. H. Johnston

James H. Johnston, for the last twenty years a partner in the firm of Leddy & Johnston, New York advertising agency, died recently at that city. He was fifty years old. He had been with the advertising department of the New York *World* for ten years before entering business for himself.

R. H. Dunlap with Philadelphia "Record"

R. H. Dunlap, formerly advertising director of the Rockford, Ill., *Daily Republic*, has been appointed national advertising manager of the Philadelphia *Record*. He was, at one time, advertising director of the Miami *Daily News*.

Advanced by Rockford "Republic"

E. K. Todd, for the last seven and a half years circulation manager of the Rockford, Ill., *Republic*, has been appointed business manager.

Appointed by Pepperell Manufacturing Company

Donald B. Tanhill, sales manager, Allyn B. McIntire, director of sales development, and Amory Coolidge, have been appointed vice-presidents of the Pepperell Manufacturing Company, Boston. R. H. Leonard has been appointed president as well as treasurer of the company.

William Amory and Edward Lovell have been made chairman and vice chairman, respectively, of the board of directors.

Changes Name to Mercready Phelps Company

Marvin L. Phelps, formerly with Rickard and Company, Inc., New York advertising agency, is now associated with Herbert V. Mercready, advertising agency, also of that city, as vice president and art director. The name of the agency has been changed to The Mercready-Phelps Company. Mr. Mercready is president and Margaret M. Mercready is secretary.

Pacific American Fisheries to Erwin, Wasey

The advertising account of the Pacific American Fisheries, South Bellingham, Wash., packers of salmon in Puget Sound and Alaska, has been placed with the Seattle office of Erwin, Wasey & Company. Newspapers and outdoor advertising will be used in a national campaign on Deming's Salmon.

E. D. Odell Leaves "The Outlook"

Elliott D. Odell has resigned as advertising manager of The Outlook Company, New York, publisher of *The Outlook*. Francis R. Bellamy, president of the Outlook company, and Rodman Gilder, treasurer, will take over Mr. Odell's duties.

A. J. Du Bois Advanced to Campfire Company

A. J. Du Bois has been placed in charge of advertising for The Campfire Company, Chicago, manufacturer of Campfire marshmallows. He has been connected with the firm for the last three years.

"The Public Speaker" New Publication

The Public Speaker is the name of a new monthly magazine being published by The Speaker Publishing Company, Brookline, Mass.

Appoints Hanak and Klein

The Gensler-Lee Jewelry Company chain organization with headquarters in San Francisco, has appointed Hanak and Klein, San Francisco advertising agency, to direct its advertising account.

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SCHOLASTIC READERS ARE THE GREATEST HIGH SCHOOL INFLUENCE FOR THE SALE OF



Parking space
Jamaica High School
Jamaica, N. Y.

AUTOMOBILES

In response to a questionnaire sent to the high school students who read The Scholastic, 58% of those who replied stated that they drove automobiles. 78% reported that their families owned cars.

These facts have resulted in The Scholastic conducting a nation-wide investigation to determine more completely the extent of this market and of this influence on automobile sales. Write now to reserve your copy of the report analysing the returns of this investigation. It will be vitally interesting.

The

SCHOLASTIC

THE
ONLY NATIONAL MAGAZINE
WITH 100% HIGH SCHOOL
CIRCULATION

PUBLISHERS OF ST. NICHOLAS
8 W. 42ND STREET, NEW YORK
8 E. WACKER DRIVE, CHICAGO

He lit his cigarette with a \$10,000.00 bill

But it was a million dollar cigarette. Cigarettes and ideals, therefore, come high.

Which is *just another way of saying* that La Prensa is the *only* daily newspaper east of the Rocky Mountains, printed in Spanish, to be granted an Associated Press service; that it is a member of the Audit Bureau of Circulations; that it is a member of the American Newspaper Publishers Association; and that it is a member of the Publishers Association of New York City.

It is just another way of saying that it has a published rate card. Individual bargaining plays no role in La Prensa rate discussions. Great motor corporations, public utility organizations, industrial concerns, banking institutions, local retailers, etc., all pay the rates advertised. Your rate in La Prensa is that published rate.

It is just another way of saying that advertising is accepted from primary agencies and principals only. Your copy is translated into Spanish by an expert organization of whose total staff of 61, 55 are Spanish-speaking. Special attention is paid to all Spanish courtesies. A merchandising department will outline for you the habits and needs of this colony of 135,000. If accurate information on your particular problem is unavailable, it will be gladly obtained on request.

It is just another way of saying that the circulation of La Prensa is clearly and accurately reported by the A.B.C.: 85% is local; 10% is national; and 5% is international. These figures are open to inspection without equivocation or apology.

It is just another way of saying that La Prensa is a daily newspaper conducted on strictly ethical journalistic and business policies. These policies have been adopted after fifteen years of successful publishing as the best possible ones for your protection.

All of which is just another way of saying that La Prensa has certain ideals that it practices; that no exceptions are made even in the case of the most desirable accounts.

Cigarettes, though, come high; but then it's a million dollar cigarette.

LA PRENSA

A Purposed Institution

Members of A. B. C., A. N. P. A., P. A. N. Y. C., and Assoc. Press

245 Canal Street

New York City

Advertising accepted from principals or recognized agencies only

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Small Scale Exporting Pays

Volume Business Not Necessary to Make It Worth While

By Martin Haviland

President, Haviland Shade Roller Co.

OURS is not a big business in any sense of the word, and our export trade does not amount to any such proportions that it requires a separate export department. The few of us who manage the domestic business also handle our export business. It is simply carried on in conjunction with our regular domestic line.

Twenty years or more ago the small foreign trade we had really did not mean any more than the usual receipt of orders from domestic customers. Probably the greater part of our foreign business came through regular export houses in New York which attended to all the details, so that executing a foreign order was nothing more to us than an actual domestic transaction.

As business began to fall off from these export houses, because of changes in the buying habits of foreign customers, or other reasons, it occurred to us that there must be considerably greater outlets for our product abroad, and that if we wished to seek some of that business and enlarge our field, it would be necessary to go about this in other ways.

About this time, we began to place a little advertising copy in one or two of the foreign trade journals, which, before long, produced numerous inquiries. From these we selected the most likely prospects, and soon we began to have a considerable volume of foreign correspondence. Another feature in this connection was the considerable help these foreign trade journals gave us in the way of credit reports and also with language translations. We used them very freely in this way and found their credit reports of great assistance in making new connections.

From an address delivered, last week, before the annual meeting of the Export Managers Club of New York.

As yet, however, we had no definite representation abroad, so we deemed it advisable to select and appoint selling agents in a few principal cities. The choice of agents at the start was not without its troubles and mistakes. However, to my recollection we have suffered financially in only one instance because of poor selection, which was, perhaps, more good luck than good management.

Later, after many of these contacts had been made, some agents appointed, and business had actually been done, I felt the time opportune to make a trip abroad to look over the field and become acquainted with our various clients. This is the only trip I have made abroad, but it yielded good results, in giving first-hand knowledge of customs and requirements of the various countries and clients, and getting a survey of the prospective fields, all of which has been helpful to us ever since.

As already set forth, ours is not a so-called large business by any means, but our export trade has usually averaged about 10 per cent of our total business, which seems to be considered a fair average in any line. This extra 10 per cent has been a very welcome addition to our domestic business, especially in such times as the present when the domestic field is not so flourishing as it might be.

However, do not forget that one cannot turn on the faucet for export business, when business at home is dull, and expect a large volume of foreign trade to flow immediately. This business must be cultivated over a considerable period and must be taken care of just as carefully during boom times in this country as during the more quiet ones like the present, when it is doubly welcome. While in itself this extra percentage of foreign business might not, perhaps, be called profitable, yet there are

times when this additional volume may mean the difference on the yearly balance sheet between profit and loss.

Based on our own experience, it is not necessary for a manufacturer to have a large volume of export trade in order to make it worth while. If the export business is conducted along simple lines, with no special extra expense for a separate department, then any volume of foreign trade secured at reasonable prices is indeed worth while and quite often a veritable safety valve.

G. R. Elliott with Bridgeport Machine Company

G. R. Elliott, formerly advertising manager of the Skelly Oil Company, Tulsa, Okla., has been appointed advertising manager of The Bridgeport Machine Company, Wichita, Kans., oil field equipment.

Advanced by Atlanta Agency

Erroll Eckford and Harry L. Morrill, Jr., have been appointed vice-presidents of the Eckford Advertising Company, Atlanta.

H. R. Cockfield Again Heads Canadian Agencies

H. R. Cockfield, Cockfield, Brown & Company, Ltd., Toronto, has been re-elected president of the Canadian Association of Advertising Agencies. Adam Smith, R. C. Smith & Son, Ltd., has been elected vice-president and E. W. Reynolds, E. W. Reynolds & Company, treasurer.

The following were elected directors: W. E. Cox, Norris-Patterson, Ltd.; H. H. Prittie, A. McKim, Ltd.; G. H. MacDonald, Geo. H. MacDonald, Ltd.; B. H. Bramble, Baker Advertising Agency, Ltd., and R. C. Ronalds, Ronalds Advertising Agency.

C. W. Knowles with Frost Agency

C. W. Knowles, formerly art director of Daniel E. Paris, Advertising, Boston has been made assistant production manager of the Harry M. Frost Company Inc., advertising agency, also of the city.

E. E. Jarrett with Bridgeport "Post-Telegram"

Edgar E. Jarrett, formerly with the display advertising staff of the Detroit Free Press, has joined the display advertising staff of the Bridgeport, Conn. Post-Telegram.

YORK

—the Third City in Pennsylvania in diversified industry—produce paper, ice machinery, safes, candy, farm machinery, water-wheels, silk cloth, tacks, furniture, chains, tractors, steam engines, saw mills, chemicals, mill machinery, silk ribbon, automobile bumper and fenders, trucks, wall-paper, roofing-paper, wire cloth, piano clothing—AND IS AN ACTIVE TWELVE-MONTH MARKET.

THE YORK DISPATCH

EVERY EVENING DELIVERS AS MANY PAPERS BY CARRIER BOY IN YORK AS THERE ARE HOMES—THE SUBURBAN AND TROLLEY TOWN ARE ALSO THOROUGHLY COVERED COMPLETELY BY CARRIER BOY

REYNOLDS-FITZGERALD, INC., National Representatives

2 West 43th St., New York
1524 Chestnut St., Philadelphia

203 N. Wabash Ave., Chicago
401 Van Nuys Building, Los Angeles

246 Hebbok Building, San Francisco

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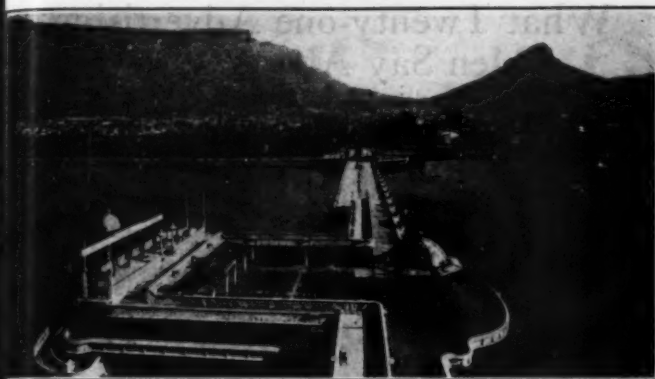
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TOWN

ER BOY

Angelo



Cape Town—showing Table Mountain and Lion's Head in background. The beautiful concrete pier in the foreground extends into Table Bay. Orchestral concerts are rendered nightly at the ocean end of the pier.

ARE YOUR EXPORTS INCREASING?

They will, if you try South Africa

SOUTH AFRICA is a land of vigorous and enterprising people and is enjoying generous prosperity. The cities have developed along modern lines and standards of living are high. South Africa exports principally gold, diamonds, coal, asbestos, wool, grain and fruits. In return the Union of South Africa has become a great importer of the necessities and luxuries of life and is a receptive market for American goods. American motor cars, agricultural equipment, drugs, food products and manufactured articles hold the South African market.

The Argus Group Blankets South Africa

All classes of South Africans are reached through the Argus Group. These publications circulate into the joining districts, as well as the cities. Every type has its Argus paper—whether it be local, national or professional. Each link in the Argus Chain is an important publication and each publication an important sales link. Included are such outstanding media as the JOHANNESBURG STAR, the CAPE ARGUS, NATAL ADVERTISER, BULAWAYO CHRONICLE, RHODESIA HERALD, FARMER'S WEEKLY, and many others. Investigate!

ARGUS SOUTH AFRICAN NEWSPAPERS, Ltd.

American Office

S. S. KOPPE & COMPANY, INC.

International Publishers' Representatives

Times Bldg.

Bryant 6900

New York

What Twenty-one Advertising Men Say About Copy

Terse Statements on its Importance

G. ALLEN REEDER, INC.
NEW YORK

Editor of PRINTERS' INK:

Will you please forward the following information, if available?

From time to time well-known advertising men in the domestic field have stated their views on the importance of copy in the advertising scheme.

The writer can recall reading many terse and to the point statements by Earnest Elmo Calkins, Bruce Barton and other gentlemen of their calibre.

Articles on copy are not of interest to us, as they would not serve the purpose we have in mind, but pithy statements bordering on the epigrammatical would be welcomed.

Can you give us a list of any such remarks or tell us where we can find them?

C. F. THEISEN, JR.

WHEN this letter was received a search was made of articles appearing in PRINTERS' INK and PRINTERS' INK MONTHLY and also a number of books on advertising. Following are some extracts taken from these sources that either emphasize the importance of copy or imply it through consideration of the elements which comprise good copy.

* * *

John H. Hawley, president, Hawley Advertising Company, Inc.—Copy writing itself is a fine art and an exceedingly difficult one. A man may be able to write English and yet never write a telling or selling piece of copy the longest day he lives. Nor will a comprehensive knowledge of his own business and ability to describe his merchandise accurately qualify a manufacturer to write his own advertising.

Earnest Elmo Calkins, president, Calkins & Holden, Inc.—Advertising should be written around the reader's welfare, comfort or convenience; in short, his happiness.

Bruce Barton, chairman of the board, Batten, Barton, Durstine & Osborn, Inc.—The greatest need in copy is the human touch. There

is no golden rule to follow to develop this style, but it can be gained by regularly practicing the business of being a human being—of getting married, of having children, of buying a house, of taking out insurance, of experiencing the fears and hopes and disappointments and joys of the human beings whom we meet every day. Bringing ourselves to the place where we meet on the ground floor of human emotions is the best way to inject human interest into copy.

Albert D. Lasker, chairman of the board, Lord & Thomas and Logan—Copy is the big thing in advertising. This is another statement that everybody will accept. Yet some advertisers seem to neglect the principle. They apparently forget that their white space costs them the same, no matter what is in it.

Cyrus H. K. Curtis—Nice little bunches of words are easy to write, but they don't stop a reader when he is glancing through a publication thinking about everything else but the advertiser and his product.

The hard thing to write is a simple message, blunt and to the point, that will tempt the roving reader and make him stop, read, believe and remember.

Robert Tinsman, president, Federal Advertising Agency, Inc.—Truly human interest copy need suffer no limitations.

The copy, the truly right copy, is not a cult of the moment; it is the right thing exactly expressive of the advertiser's eternal message—it may be a trade-marked character, as in Old Dutch; or reason-why, as in Pepsodent; or art interest, as in Liquid Veneer; or editorial appeal, as in Woodbury's—or heart throb importunities, as in Postum—or a shuffle of the whole deck, as in the ever interesting Ivory—just so long as it fits the advertiser and is well done and brings the business, why it's good

38 HOMES to each 100 FAMILIES

Percentages of 10 Cities

Syracuse	38%
Cleveland	35%
Washington, D.C. ..	30%
Albany	29%
Pittsburgh	28%
Chicago	27%
Providence	24%
Hartford	21%
Boston	19%
New York	13%

In Syracuse home ownership runs high—this fact is a recognized factor in economic and social stability.

This same home ownership also indicates a sound distribution of wealth and, for that reason, a fine market for a "try-out" campaign or a drive for increased business.

**The Post-Standard
reaches over 25,000
Syracuse homes**

*The Post-Standard also
reaches over 35,000 homes in
Onondaga County, including
Syracuse!*



THE POST-STANDARD

Syracuse, N. Y.

PAUL BLOCK, Inc.
Representatives

New York
Detroit
Chicago

Philadelphia
Boston
San Francisco

DAILY 61,222 NET PAID

SUNDAY 69,879 NET PAID

Central New York's Oldest Newspaper

◆

W. O. FLOING

joins this company as a Vice President and will contribute his rich advertising experience to our counsel, plans, and craftsmanship.

**CHARLES DANIEL FREY
COMPANY • Advertising**

333 NORTH MICHIGAN AVENUE

Chicago

MAGAZINE

NEWSPAPER

OUTDOOR

RADIO

DIRECT MAIL

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copy, and I'm for it no matter which cult claims it.

George L. Dyer—Copy is a matter of extreme importance. It is so very important that it requires a broad man to prepare it. He should be "bigger than his case."

Brian Rowe, account executive, J. J. Gibbons, Ltd.—Advertising is not a science, and probably copy is the least scientific part of advertising. And yet the heart of it. . . .

Advertising is, by and large, an art; cognate to playwriting, to literature, even to painting. Like the artist, the copy writer has to get his effects.

J. K. Fraser, partner, The Blackman Company—We dig for the bowels of the earth for facts; we soar to the clouds for ideas; we work ourselves dizzy over headlines, but how often do we give serious thought to the engaging, natural manner of the good salesman? . . .

All you have to do is this: Get hold of a friend who is not in advertising and read your copy aloud to him. If you don't blush before you finish, you are getting warm.

Theodore F. MacManus, president, MacManus, Inc.—Just as it is exceedingly difficult for a man to choose words which will convince a group of strangers of his honesty, so does it require an exceptional degree of skill in expression to convey the same suggestion in regard to a manufacturer and his products.

Raymond Rubicam, president, Young & Rubicam, Inc.—Every day in advertising there are new complexities to compel those of us who create copy to burn the midnight oil. And the first requisite in the solution of them is a zeal for good copy.

Emil Brisacher, president, Emil Brisacher & Staff—The successful advertising copy of today is that which makes the public nod in agreement as it reads. When one analyzes the reasons for the success of this type of copy, he usually finds that the element of naturalness predominates. Linked with it is a definite appeal to the innate selfishness of the prospect. The desire of the advertiser to exploit his product is made secondary to

the needs or interests of the potential user.

George P. Metzger, vice-president, Hanff-Metzger, Inc.—If you have any copy responsibility—origination, construction, criticism, approval, or rejection—you must be able to care very much indeed. Your own self interest dictates that you go far beyond half way in meeting the average citizen's self interest that you can interpret its first faint peep before it pips its own shell and hatches into independence.

Wilbur D. Nesbit—A good advertisement follows the line of human appeal, which is by way of the heart and mind.

S. Roland Hall—Good copy never was, never will be a mere detail. Too few people are able to write it.

Guy Gilpatric, vice-president, Federal Advertising Agency, Inc.—Boring down through the more familiar classifications of advertising—reason why, impressions, and the rest of them—there remain two fundamental divisions.

One is the kind that you read.

The other is the kind that you don't.

The difference between them is—Ideas.

F. R. Feland, vice-president, Batten, Barton, Durstine & Osborn, Inc.—Is not there a sort of contract between the advertiser and his reader? A contract, at least implied, which says: "If you will stop here, put other things out of your mind and read what I have to say, I, in turn, will tell you something which it will benefit you to know—something that will make the business of living less difficult. I will tell it in a way that will not bore you, confuse you or strain your credulity."

John Benson, president, American Association of Advertising Agencies—You cannot be baldly judicial in your copy. You have to employ persuasive approach.

David G. Ritchie, secretary, Heaton-Paschall, Inc.—When you get right down to it, good copy appeals are no different from what they used to be. Advertising is still selling in print, and copy that runs along smoothly, giving facts about

Sales opportunities may be discovered in two directions:

—By determining specifically your own weaknesses and building upon them.

—By uncovering your competitor's position and taking advantage of it.

Competent market research will aid you in constructing sales plans that succeed because they are based on definite and certain knowledge of your market.

R. O. EASTMAN Incorporated

113 West 42nd Street - - New York

Tell Them!

**50,000
SUBSCRIBERS**

**Style Sources
Women's Wear Daily**

**150,000
READERS**

Sell Them!

**New York
8 East 134 Street.**

the product in an interesting fashion, ringing true, smacking of honest sincerity, is the copy that gets the order.

Frank James Reynolds, president, Albert Frank & Co.—If an advertisement makes a first contact or sale through employing the more usual tricks of the trade, the probabilities are that it falls short of the objective of all good advertising. A sale may be made, but another advertiser who is employing basically sound advertising principles has an even better opportunity than before to make that purchaser his customer.

Ed Wolff, treasurer, Hughes, Wolff & Company, Inc.—Writing copy is an art and not a science—
[Ed. PRINTERS' INK.]

Pittsburgh Agencies Merge

The C. K. Gummerson Company and the Farrar Advertising Company, Pittsburgh advertising agencies, are now merged under the name of Gummerson & Martin, Inc. G. B. Martin, president of the Farrar agency for fourteen years, is chairman of the board of the new company. C. K. Gummerson is president and treasurer. Joseph Gummerson is vice-president and G. P. Gummerson, secretary.

Frank H. Ramsey, who formerly conducted his own advertising service, is a member of the staff of Gummerson & Martin, Inc.

To Advertise Sea Food

The Van Camp Sea Food Company, Inc., Terminal Island, Calif., will make use of 198 newspapers in 171 cities throughout the United States in advertising its White Star Tuna and Chicken of the Sea Brand Tuna. Outdoor advertising will also be used in this campaign, which will begin in early spring. The San Francisco office of Emil Brisacher and Staff is handling this account.

Death of M. C. Mowat

Malcolm C. Mowat, president of the Berkey & Gay Furniture Company, Grand Rapids, died recently at Montclair, N. J. He was thirty-one years old. He had been with The Simmons Company, Chicago, for twelve years. He was recently made president of the Berkey & Gay company which is a division of The Simmons Company.

D. W. Graham with Grace & Holliday

D. W. Graham, formerly with the advertising department of *Aero News*, has joined the New York office of Grace & Holliday, Detroit advertising agency.

THE FIRST ISSUE..



...IS OUT!

ELECTRICAL SPECIFICATIONS is now on the desks of architects, specifying electrical engineers and inspectors, also those builders employing architects and electrical engineers.

ELECTRICAL SPECIFICATIONS published that these specifying groups of the building industry may have a better understanding of the application of electrical energy to a building.

The interpretation of the most approved methods of electrical practice into specifications writing will be its basic editorial content, supplemented by a complete Classified Index of electrical products arranged according to the A. I. A. Filing System.

First issue—April—is a one hundred page publication.

THE GAGE PUBLISHING CO., Inc., 461 Eighth Ave., New York, N.Y.
Publishers to the Electrical Industry Since 1892

Boost Your Southern Coverage

Reach more than a million people in the deep South, through the Southern Methodist Publications. All good substantial white people—the very cream of the Southern market. Turn to Standard Rate and Data or let us send you facts and figures about how to tap this great responsive market. LAMAR & WHITMORE, Nashville, Tenn.

**SOUTHERN
METHODIST
PUBLICATIONS**

**1,029,000
CIRCULATION**

RETOUCHING SPECIALISTS

**BLACK
AND
WHITE**

•
COLOR

**ADDA AND
KUENSTLER
STUDIOS**

**70 E. 45 · NEW YORK
Murray Hill 9237**

Kentucky Tax Aimed at Chain Stores?

A BILL which levies a graduated tax on the gross sales of retail stores in the State of Kentucky became a law with signing of the bill, last week, by Governor Sampson. For tax purposes the new law provides that the tax be applied to the total sales of a store or stores operated under one management and is reported to be directed at chain stores.

The words "retail merchant," as they appear in the act, refer to every person, firm, association, co-partnership or corporation operating or maintaining any "store" for the purpose of selling goods at retail in the State. Exception is made of merchants actually engaged in gardening or farming and selling garden or farm products raised by them in the State.

The term "store" is construed to mean and include any store or stores or mercantile establishment operated or controlled by a "retail merchant," either domestic or foreign. Every retail merchant so defined is called upon to pay an annual license tax for the opening, establishing, operating or maintaining of any store or stores, as prescribed in the act, the tax to be determined by computing the amount of gross sales as follows:

\$ 400,000 or less..	1/20 of	1 per cent
500,000 or less..	2/20 of	1 per cent
600,000 or less..	5/20 of	1 per cent
700,000 or less..	8/20 of	1 per cent
800,000 or less..	11/20 of	1 per cent
900,000 or less..	14/20 of	1 per cent
1,000,000 or less..	17/20 of	1 per cent
Over \$1,000,000 ..	1 per cent	

Every retail merchant is to file with the State Tax Commission on or before the first of February each year a written report verified by the affidavit of the owner or chief officer, giving the number and location of its store or stores, the office address of its principal officer and the name and address of its officer or agent in charge of its business at each separate store.

The bill became effective with its approval by the Governor. One section provides that if any provision or penalty shall be held un-

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Real News



It is possible now to reach over 200,000 Methodist homes weekly, as the same cover will be used on the various editions of THE CHRISTIAN ADVOCATE, the official publication of the Methodist Episcopal Church.

The covers, which were formerly printed in black and white, will now be printed in four-color process on good grade enamel stock, the first cover having a modern interpretation of a Biblical subject painted by leading American artists. Second, third and fourth covers available to national advertisers who wish to reach a market where more than 85% of the subscribers own their own homes.

*Application for Membership in
the Audit Bureau of Circulation.*

THE CHRISTIAN ADVOCATE

Published by

THE METHODIST BOOK CONCERN

Chicago
40 Rush Street

New York
150 Fifth Avenue

Cincinnati
420 Plum Street

Branch Manager for Advertising Agency WANTED

A national advertising agency with an expansive program has position open in medium sized Pacific Coast city.

This man should have:

- an urge to serve as well as sell.
- an Account Executive and sales background.
- preferably should have managed or operated an agency in medium sized city.
- a good personality.
- ability to win friendship and command the respect of people.
- be able to give instructions as well as take them.

To such a man we have an exceptional opportunity.

Make your letter a real sales message. Include as exhibits an advertising plan prepared by you; six examples of your best work with reasons why the material is good; and a recent photograph. All replies confidential and material returned.

Address "J," Box 229
San Francisco Office
Printers' Ink Publications
564 Market Street
San Francisco, Calif.

constitutional, such provisions of particular penalty held to be invalid may be rejected without affecting the remainder of the act and that decisions of the court shall not affect or impair the remaining provisions or other penalties provided.

Gets Receipts So There Won't Be Fake "Lost" Order Claims

MARKWELL MANUFACTURING COMPANY, INC.

NEW YORK, Mar. 15, 1938.

Editor of PRINTERS' INK:

We have read with interest, the article on page 41 of the March 13 issue of your magazine, referring to the "lost" order problem of mail-order houses.

It is our suggestion that a simple method of proving delivery, so that a customer will have no opportunity to debate the matter, is simply to send the packages via parcel post insured, requesting a return receipt. This return receipt privilege costs only three cents and a definite proof that the package has been delivered to the addressee, inasmuch as the goods are delivered only on receipt of the written signature of the person to whom the package is addressed. The card containing this signature is once mailed back to the house making the shipment.

We have used this method effectively in those instances where volume of so-called "lost" orders has assumed dangerous proportions.

W. DRYFOLCHER,
General Manager.

Wood & Fielding, New Business at Philadelphia

Richard M. Fielding and Horatio Wood, 3rd, have started an advertising business at Philadelphia to be known as Wood & Fielding. Mr. Fielding was formerly with the sales department of the Philadelphia Electric Company and Mr. Wood was formerly with N. Ayer & Son, Inc.

Death of N. C. Robbins

Nathaniel C. Robbins, New York advertising sales representative, *Power*, New York, died recently of Nyack, N. Y. He was fifty-seven years old. He had been associated with *Power* since 1900, first with the L. H. Buff-Metz Publishing Company, then the publisher of that magazine and later with its successor, the McGraw-Hill Publishing Company.

Cosmetic Account to Devereux & Smith

Marjorie Johnson, Inc., New York cosmetics, has appointed Devereux & Smith, Inc., Utica, N. Y., advertising agency, to direct its advertising account.

Is Chain-Store Growth Hurting Advertising?

(Continued from page 8)

competitive product has been materially lessened by chain-store growth.

5. Advertising's efficiency has been permanently injured in the fields where chain-store growth has eliminated valuable independents in the lines in which chain stores will not stock advertised brands.

6. The growth of the chains has increased the independents' loyalty to advertised brands and won over big metropolitan outlets which were formerly hostile to advertised brands.

7. Although the present chain-store growth has affected comparatively few retail groups to date, the indications are that it will eventually be a factor in the marketing of the majority of advertised commodities.

W. B. Lawson with Harshaw Chemical

William B. Lawson, for the last twenty-five years with the International Nickel Company of Canada, Ltd., has resigned as director of sales of that company to become vice-president and a director of the Harshaw Chemical Company, Cleveland.

Made Advertising Manager of Norge Corporation

A. M. Taylor, formerly with the advertising department of the United States Tire & Rubber Company, Detroit, has been made advertising manager of The Norge Corporation, of that city, iceless refrigerators.

United Hotels Appoint Hanff-Metzger

The United Hotels Company of America, New York, has appointed the Hanff-Metzger, Inc., advertising agency published that city, to direct its advertising account.

With "True Detective Mysteries"

W. E. Terry, formerly Eastern representative of the Kellogg Group of Railroad Magazines, has joined the staff of True Detective Mysteries, New York, as Eastern advertising manager.

WANTED: SALES EXECUTIVE FOR FOOD SPECIALTY

A leading British manufacturer of condiments requires executive of the highest calibre to assume full direction of sales in the United States of a high class table sauce.

This product is a world leader in its field. A substantial sale has already been established for it in this country. Full advertising cooperation will be given including samples, dealer display and other suitable helps.

This is an exceptional opportunity for a man of broad experience and proven ability as a producer. He must have acquaintance with the important buying organizations, retail and wholesale, as well as the ability to secure effective results through local brokers. A certain amount of travel will be necessary.

To the right man, whose record of past successes will bear the closest scrutiny, a very substantial salary will be paid. Applications must be by letter and will be treated in strict confidence. Address—

Cutajar & Provost, Inc.

Advertising Agents

120 West 42nd Street
New York, N. Y.

THE Y. W. C. A. CAMPS

with attendance of more than

100,000 GIRLS

Offer you a huge MARKET
for your products

Complete your sales campaign and make
record sales this year through

The "Y" Service of the
Advertising Department of

THE WOMANS PRESS

*The official national magazine of the
Young Women's Christian Association*

For complete plan of services to fit your
particular product, write

CLARA JANOUCH
Advertising Manager

THE WOMANS PRESS

600 Lexington Avenue
New York City

If you have an idea or business that needs developing

Successful producer, now
with large advertising
company, will help or-
ganize and direct sales.
Financial returns second-
ary.

A well-established firm
needing sales manager,
organizer or executive
should meet me. Able to
prove ability. Present
associates well satisfied
and pay me \$10,000.

Address "O," Box 85, P. I.

J. H. Newmark Heads New Business

J. H. Newmark, head of the adver-
tising agency at New York which bears
his name, has formed the Carbon Mon-
oxide Eliminator Corporation, with
offices at New York and Pittsburgh.
The company has secured sole license
to develop a catalyst for the elimina-
tion of carbon monoxide from the ex-
haust of internal combustion engines.

Officers of the new company are:
President, J. H. Newmark; vice-presi-
dent, John T. Ryan; treasurer, George
H. Deike, and secretary, E. H. Kellogg.

Los Angeles Agency Incorporates

The Henry E. Millar Company, Los
Angeles advertising agency, has incor-
porated under the name of The Millar
Advertising Agency, Inc. Members of
the board of directors are: Calvert L.
Young, president; Helen V. Millar, sec-
retary-treasurer; Fred B. Simms, Nay-
lor Rogers and Harold Larson.

The Millar agency has established a
radio department under the direction of
Glen Rice, formerly program director of
Station KNX.

Transitone Radio Now at Cleveland

The Automobile Radio Corporation,
manufacturer of Transitone radios, has
moved its headquarters from Long
Island City, N. Y., to Cleveland. L. G.
Baldwin, formerly with the Willard
Storage Battery Company, Cleveland, is
now in charge of sales of the Auto-
mobile Radio company.

T. F. Magrane with Broadcast Advertising, Inc.

T. F. Magrane, formerly a represen-
tative for the *Outlook*, New York,
in the Northeastern territory, has joined
the staff of Broadcast Advertising, Inc.,
Boston.

Appointed by "American Architect"

Harry F. Cahill, formerly Eastern
advertising manager of *Building Age*
New York, has been appointed Eastern
advertising manager of *The American
Architect*, also of New York.

To Represent "California Oil World" in the East

J. William Hastie, has been appointed
Eastern advertising representative of the
California Oil World, Los Angeles. His
headquarters will be at New York.

Death of J. F. Mason

J. Frank Mason, president of The
Mason Box Company, Attleboro Falls,
Mass., died recently at Daytona Beach,
Fla.

Appointed by Business Libraries, Inc.

Clinton F. Berry, vice-president of the Union Trust Company, Detroit, and W. L. Gray, vice-president of the First National Bank, Boston, have been appointed to the advisory council of Business Libraries, Inc., New York, a book club for business men.

Henry Bruere, first vice-president and treasurer of the Bowery Savings Bank, New York, has been appointed to the board of judges to pass on books of value to students of banking and finance. G. F. Towers, of the foreign trade department of the Royal Bank of Canada, is one of the judges of books on foreign trade.

Aeronautical Accounts to Grace & Holliday

The American Aeronautical Corporation, New York, manufacturer of Savoia-Marchetti airplanes, has appointed the New York office of Grace & Holliday, Detroit advertising agency, to direct its advertising account. Newspapers and magazines will be used.

The Huntington Aircraft Corporation, Stratford, Conn., has also appointed Grace & Holliday to direct its advertising account.

S. L. Smith Starts New Business at Boston

Sherman Lewis Smith, formerly an account executive with the H. B. Humphrey Company, Boston advertising agency, has established an advertising business at that city under the name of The Sherman Smith Company.

Mr. Smith is president. Benton Curtis, formerly with the Gill Publications, will be associated with the company.

Appointed by "Normal Instructor-Primary Plans"

W. B. Bundy has been appointed advertising director of Normal Instructor-Primary Plans, Dansville, N. Y. C. E. Gardner is Western advertising manager with headquarters at Chicago and George V. Ramage, Eastern advertising manager, with headquarters at New York.

York Oil Burner to Stelle-Wessinger-Foltz

The York Oil Burner Company, Inc., York, Pa., has appointed Stelle-Wessinger-Foltz, Inc., Lancaster, Pa., advertising agency, to direct its advertising account. Business papers and direct mail will be used.

Shoe Account to Nelson, Duncan & Harlow

The Colt Shoe Company, Boston, has appointed Nelson, Duncan & Harlow, advertising agency of that city, to direct its advertising account.

Get this Book for Your Salesmen

Original — Different

E. D. Gibbs' new book **SELLING POINTS FOR SALESMEN**. A collection of the best and most successful sales helps used by great companies and great Salesmen. A book of pithy, pungent paragraphs each one by itself. What to do, how to act, what to say, how to say it. Approach arguments. Demonstration arguments. Closing arguments. Practical advice by men who have made good. Sales talks put in condensed form. A handy pocket-sized book, printed in large, clear type. Nothing theoretical—every item a practical one by a practical man. A Sales Manual adapted to every business and every salesman no matter what he sells or where he sells it.

A book for the Sales Manager himself. Helpful in meetings, in conventions, in every hour of every business day. **SELLING POINTS FOR SALESMEN** should be on the desk of every Sales Manager and in the pocket of every salesman.

Price \$2.00 per copy, Leatherette Bound.

E. D. GIBBS, 11 West 42nd Street, New York

Charles Younggreen says: "It is a pouch. A compilation of **SALES GEMS**. Any salesman reading the book, will improve himself and become a better salesman. It is the best sales course I have ever seen. Nothing on the market like it."

TRADE PAPERS IN THE RED

WELL known, successful publisher, responsible for success of leading business magazine, is interested in papers now operating at a loss, but with marked possibilities.

Interested also in a growing publication which requires capital for expansion.

Naturally, strictest confidence accorded all replies.

Address "B," Box 225
Printers' Ink

PRINTERS' INK

Registered U. S. Patent Office

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell

PRINTERS' INK PUBLISHING CO., INC.
Publishers.

OFFICE: 185 MADISON AVENUE, NEW YORK CITY. TELEPHONE: ASHLAND 6500. President and Secretary, J. I. ROMER. Vice-President, R. W. LAWRENCE. Treasurer, DAVID MARCUS. Sales Manager, DOUGLAS TAYLOR.

Chicago Office: 231 South La Salle Street, GOVE COMPTON, Manager.

Atlanta Office: 87 Walton Street, GEO. M. KOHN, Manager.

St. Louis Office: 915 Olive Street, A. D. MCKINNEY, Manager.

Pacific Coast: M. C. MOGENSEN, Manager. San Francisco, Los Angeles, Seattle, Portland.

Issued Thursdays. Three dollars a year, \$1.50 for six months. Ten cents a copy. Foreign postage, \$2.00 per year; Canadian, \$1.00.

Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

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Frederic Read

Philip H. Erbes, Jr.

London: Thomas Russell

NEW YORK, MARCH 27, 1930

Advertising and Property Rights

It is a coincidence that on the day the R. J. Reynolds Tobacco Company published full-page newspaper advertisements attacking Lucky Strike advertising the National Better Business Bureau should bring out its second bulletin in its controversy with the American Cigar Company over the Crema Spit-tip copy. It is a coincidence because Reynolds, in its advertisements, and the Bureau, in its bulletin, say the same thing in slightly different words and suggest a new line of attack on competitive advertising.

What another manufacturer of cigarettes chooses to say about his product is not our affair. (Thus begins the Reynolds copy.) Even when he sees fit to misrepresent his product and leave false impressions concerning it, that is still his business—not ours.

But—when, in his advertising, he goes beyond his own product and makes false statements or leaves misleading impressions about other cigarettes—then it is time that the truth be told.

This is how the Bureau attacks the same philosophy:

In the name of fair play to the cigar industry, has this advertiser the right to usurp the role of a public benefactor and to stigmatize, through its advertising, manufacturers who have maintained decent practices in their business? Is it the privilege of this advertiser thus to menace the property rights of others by this type of advertising. . . . ?

The question of competitive advertising has never been put on a flat basis of a destruction of property rights. Business realists long ago pointed out that it is difficult to arouse sentiment against any practice so long as the appeal to sentiment is on a purely ethical basis. They have said that only when competitors see that misleading advertising attacks their pocketbooks will the competitors become excited enough to join in cleaning up the misleading practices.

Without any effort to judge the merits of the particular cases under discussion, readers of the above quoted paragraphs will not have much difficulty in following the reasoning that puts competitive advertising on the basis of an attack on property rights. In the first place, there is the directly competitive angle of implying that other advertisers do use or do not use processes employed by the advertiser signing a given piece of copy. In the second place, if such copy is misleading it then becomes necessary for the competitors either to remain silent or to interrupt the regular tenor of their campaigns and engage in wordy and costly controversy which is nowhere near as profitable as constructive, non-competitive copy.

We don't know how much of a case advertisers could build in a court of law on their theory that misleading advertising attacks property rights. It will be interesting, however, to see what will happen in the court of public opinion.

Inter-Organization Competition

At the same time that Walter P. Chrysler recently announced drastic price reductions in the Plymouth line he also announced a revolutionary change in selling policy. From now on Chrysler, Dodge and DeSoto dealers all will handle the Plymouth. This means that in any single community automobile buyers will be afforded the spectacle of three dealers competing for the business on a single line.

In commenting on the new Chrysler policy *Automotive Industries* says:

Behind the move are two important considerations. First, the desire of Chrysler Motors to enter the lowest priced field on a strongly competitive basis; and second, to improve the position of all dealers affiliated with the Chrysler Corp. through the addition of the Plymouth car at new low prices to their established Chrysler, Dodge, or DeSoto lines.

There has been a strong tendency during the last few years for automobile manufacturers to give their dealers more complete lines. General Motors, for instance, added Pontiac to the Oakland franchise, Marquette to the Buick franchise, and La Salle to the Cadillac franchise. Chrysler himself has given his Chrysler dealers a line ranging from a little more than \$800 to more than \$2,000 while the complete Dodge line covers a wide price range. This tendency has had the effect of making it more difficult for the smaller independent companies to find dealers and has consolidated the position of the dealers handling the products of the largest producers.

Of course there is nothing radically new in having a number of dealers in a single community handling the same product. In grocery, drug and hardware lines three or four dealers in the same block may handle the same products by the dozens. The automotive field, however, has always stuck very close to the exclusive dealer franchise policy and the new Chrysler policy is a direct controversy of long accepted

automobile merchandising policy.

There is a strong feeling among automotive manufacturers that in 1930 more than ever before the bulk of the business will be done in the cheaper lines. By giving his dealers an opportunity to compete for this business Chrysler evidently believes that he will build a stronger dealer organization which will be well able to weather the financial stress attendant upon a period such as we are now passing through.

Chrysler has broken a longstanding tradition and it remains to be seen whether others will think such a move wise and will seek to rearrange their dealer line-ups in accordance with their new beliefs. At any rate it is going to be an interesting battle to watch.

Tell the Salesmen What It Costs

In reporting to an association of manufacturers on the general problem of depressed price levels, an engineering firm made several specific suggestions.

One, in particular, concerned a subject close to the heart of the man engaged in sales and advertising activities. It suggested that salesmen be provided with a knowledge of the cost of the products they sell. "No sales department is entitled to the name," said the report, "if price is the sole basis or even a major basis for sales. However, we seldom encounter a sales department which would knowingly sell goods at a loss. Provide the sales department with accurate costs and you have removed the greatest excuse for price cutting."

The salesman who knows exactly what it costs to make and sell the product from which he makes his living is not nearly so likely to shade a price to get an order. He realizes that goods sold below cost mean eventual failure, that volume secured at a loss means trouble for him and his concern.

The salesman in a position to discuss costs intelligently with his customer has a real tool to put to use. No question of that. His

customer knows as well as he does that below-cost selling is bad economics.

But the owner needs cost education so that he can teach his salesmen. Some cost departments are notoriously inefficient. Material is estimated in detail when the article is first put into production, then no record is kept to see if actual material used corresponds with the estimate. Special orders are not recorded, spoilage is not correctly figured.

The narrower the profit margin, the more important is a real knowledge of costs. By all means let the salesman know accurate costs so that a big excuse for price cutting may be removed. But let management be sure its cost accounting system is complete and real before it attempts to pass on this information.

A Job for Associations

The present unemployment situation, muddled as it seems to be, is one which has undoubtedly affected the so-called white collar man. For the man who has been a salesman, a member of the advertising department, an assistant sales manager or has occupied some other white collar position, it is not particularly cheered to know that a large amount of money is going to be spent for road building or other public work. He has invested a great number of years in learning a definite type of business and unless he continues in that business a large economic waste is caused.

Several associations, realizing that they have the contact, the mailing list and the knowledge of position changes, have built up either a good personnel bureau or at least a clearing-house of information. A few of them have done a real job. Those which have been successful in the recent past have one definite suggestion for the benefit of those who are considering the plan of taking care of their own executive and semi-executive unemployed. That is to make a nominal charge for the service of placing a man, to be paid for, at his convenience, out

of the position which he secures.

This plan accomplishes two purposes: It takes the matter of placing a man out of the charity class, thus maintaining the morale of the man, and it also is an incentive to the association to place as many men as possible. A charge of 1 per cent, for example, is sufficient to make the records balance, and instead of putting the matter of locating positions on the basis of good nature or convenience, it puts it up to the group in the association in charge of the work to place as many men as possible. This group is then able at the end of the year to show the association a definite record of good accomplished at no cost to the association.

There must be an incentive for the people who are trying to get the job for the man, and there must be some sort of charge to make the unemployed man feel like a human being, not a beneficiary of charity. If ten more associations would follow the example of the American Grocery Manufacturers' Association and one or two others who are doing a real job, something distinctly worth while would be accomplished right now. A carefully planned personnel bureau standing on its own feet is of great benefit to the association and to the industry as a whole. It offers a definite opportunity to help clear up one obvious economic waste and furnishes an important service at a time when it is greatly needed.

Small-Space Newspaper Campaign Planned

The Zemeto Company, Milwaukee, general merchandise, will shortly begin an advertising campaign consisting of small copy in 200 newspapers throughout the United States. The E. H. Brown Advertising Agency, Chicago, has been appointed to direct this campaign.

First National Petroleum to Charles Austin Bates

The First National Petroleum Corporation, Long Island City, N. Y., has appointed Charles Austin Bates, Inc., New York advertising agency, to direct its advertising account. Newspapers and direct mail will be used.

EMERSON B. KNIGHT, INC.

is a *national* **organization**

*. . . making market and
product studies of every kind*

KNIGHT SERVICE is available to advertisers, agencies, publications, newspapers, manufacturers and radio stations in every section of the country *quickly*.

Three staffs of carefully trained and experienced market investigators (mostly college graduates) are maintained. An organization of six men is located in the East; the home office and a field force of twelve men cover the Middle West; with a third organization of six men in the West.

We are at your service for any type of research—product or market—either by personal interview or questionnaire. And all Knight facts are machine tabulated, checked by bonded auditors and analyzed by men who know marketing.

Your request will bring you the full details of this accurate, reliable, convenient service.

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Certified Market Studies

INDIANAPOLIS

ARCHITECTS AND BUILDERS BUILDING

Advertising Club News

How Ochs Helped a Solicitor Convert an Advertising Critic

When a salesman is given an argument by a buyer who seemingly backs up his story with facts, the salesman is apt to become discouraged and let the buyer have his way. That is unless the salesman is quick to see a weakness in the buyer's contention and turns the facts to the salesman's advantage.

An incident relating how this once was done was related by Louis Wiley, business manager of the New York *Times*, before a recent meeting of the San Francisco Advertising Club. The story concerns the early years of Adolph S. Ochs as publisher. It runs as follows:

A merchant did not advertise in the *Times* because he did not think it a good medium. To prove his point, he inserted a three-column advertisement in the *Times* alone, giving it credit for every sale which might conceivably have been the result of the advertisement. No merchandise was sold. The merchant was triumphant. The solicitor was discouraged.

Mr. Ochs turned the story around the other way. He told the solicitor to say to the merchant:

"The failure of this advertising is something for you to worry about, not the *Times*. We know we have 100,000 net paid sale to our readers. . . . What this merchant should concern himself about is the knowledge that if he advertises an attractive offer there are 100,000 intelligent readers in this city who do not have enough confidence in his store to go there and buy. We know what the *Times* offers the merchants. Our readers do not know of or do not believe in the merchant's store. He should advertise not once but regularly."

Of course the merchant saw the point and did so.

* * *

Advertiser's Character Should Be the Background of Copy

A background of character is an essential requirement of successful advertising, in the opinion of Victor Ridder, co-publisher of the Seattle *Times*. He explained the importance of this essential in a talk before a recent meeting of the Advertising Club of Seattle.

"Advertising should be more than an effort to sell a particular article at a particular time," said Mr. Ridder. "It should sell the character of the house behind the article and should convey a lasting impression of the goal that particular institution is striving for.

"I do not mean character in the sense of good or bad," he explained. "I mean the advertisement should carry a distinguishing mark of the company that is behind the article and behind the advertising. The advertisement should carry an atmosphere that will at once tell the reader very definitely just what kind of product back of the printed appeal for business."

Newspaper Group Told How Stanco Plans Campaigns

Some of the factors which underly the campaigns for products of Stanco, Inc., were outlined before the meeting at New York last week of the Six-Point League, an organization of publishers' representatives. The speaker was Kenneth Groesbeck, vice-president of The H. K. McCann Company, which directs the Stanco account.

Plans for the various products, it is explained, call for the following schedules: Flit, 600 newspapers; Nujol, 340 papers with thirty-six insertions in each; Mistol, 146 papers with fifty insertions, and Daggett-Ramsdell products making use largely of rotogravure space. These schedules, in relation to advertising appropriations, for each product, represent for Flit, 34 per cent in newspapers; for Mistol, 61 per cent; for Nujol, 81 per cent, and for Daggett & Ramsdell, 27 per cent.

Campaigns are determined on a survey of trading areas, as these apply to the Stanco sales situation. When considering advertising plans for products of this type, it was stated, it is not sufficient to employ the use of such buying power indices as income tax returns and automobile registrations. Certain factors individual to the problem of each product are of more importance. With Flit, for example, the insect problem in its seasonal and territorial aspects, is much more important than buying power indices.

Whenever possible, Mr. Groesbeck said, Stanco campaigns are tested in advance. The value of such tests makes a strong selling argument for publishers, it was stated, for when a paper gets a line of tested copy that insures consumer response, the results are a testimonial to the pulling power of that medium. More and more, in his opinion, advertisers are selecting papers on the basis of editorial merit and reader confidence rather than circulation.

* * *

Heads Rochester Women's Club

At the annual election of officers of the Rochester, N. Y., Women's Advertising Club, Anna Jones was elected president. Other officers elected are: First vice-president, Mina Meyer; second vice-president, Mabel Smith; corresponding secretary, Sally Griffin; recording secretary, Frances Wilbur, and treasurer, Vera Mosbauer.

* * *

Bridgeport Club to Hold Annual Dinner

The Bridgeport, Conn., Advertising Club will hold its annual dinner dance on April 1 at the Stratfield Hotel at that city. L. H. Corbit, president of the club, is in general charge.

Distribution Needs Its Taylor

By Henry P. Kendall

President, The Kendall Company

WHEN we took over Bauer & Black, old and well-known Chicago surgical dressing and drug specialty house, as a division of the Kendall Company, we carefully analyzed the whole distribution side of the business and one result was an increased advertising appropriation for 1930.

We try in our business to co-ordinate the job that advertising can do with the other functions of distributing the product. Lack of co-ordination has been responsible for many of the alleged failures of advertising. There was the case, for example, of the company that splurged in double-page spreads about a phonograph to sell for \$5. It received 40,000 coupons requesting the article. This was a two years' production. It hadn't co-ordinated its advertising with its manufacturing capacity.

Perhaps as great a single contribution as was made to more orderly management of industry was made thirty years ago by Frederick Taylor. He made thousands of studies of workmen at their work. He analyzed the job. He got all the facts which related to it; the way the tool was held; the construction of the tool; the temper of the metal; the motions the worker made; the time he took.

This principle of job analysis is applicable to distribution, for we want to know what we are about; what our various jobs are; of what elements they are composed; how long they now are taking to do; how much they now are costing to do.

The salesman's job, for example: Is he really exercising any salesmanship? How much of his function is merely the taking of orders which might be secured without the cost of time and expenses? How many products can

a salesman handle profitably? What is his place in merchandising? What is a fair wage for him?

There is a wide-open opportunity for some Taylor of distribution to step into the distribution picture and introduce order and plan by analyzing the functions now being performed pretty much on guess and on Faith, Hope and Mystery.

As I see it, many of the mistakes in selling and merchandising come from emphasizing one function and minimizing others, which means a failure to look at the thing as an entity and break down that entity, or whole, into its component parts.

And so we see the glorification of advertising or of direct selling, or of the chain-store method of storekeeping, and we hear people say that this or that or the other is the answer.

Distribution is the sum of certain functions that are to be performed to get certain results at a certain cost. If functions are right, results should be right. Thinking exclusively in terms of results, regardless of the processes and functions by which the results are brought about is the cause of much loss and waste.

Analysis of functions—studying the whole job; breaking it down into its component elements—is obviously a more difficult task in the field of selling, advertising and some of the other phases of distribution than it is in production, where much of the work is performed by machines, but none the less it is important.

* * *

Magazine Club to Hear

R. S. Butler

Ralph Starr Butler, vice-president and advertising director of the General Foods Corporation, will speak before the Magazine Club, New York, at its meeting to be held at the Hotel Roosevelt on March 28. His subject will be "Vital Elements in the Growing Competition Among Mediums."

* * *

Greater Buffalo Club Plans Outing

The Greater Buffalo Advertising Club has chartered the Royal Muskoka Hotel in the Muskoka Lake region of Canada for four days, starting June 20 for its outing this year.

From an address made last week before the Boston Advertising Club.

The Little Schoolmaster's Classroom

RUMORS being what they are, they often place the manufacturer who is suffering from their baneful effects in a quandary. If he attempts to answer them, he dignifies them, to use the favorite words of politicians. If he doesn't answer them, they flourish.

Frequently it becomes necessary to take public notice of rumors in order that they may be quashed. A nice, businesslike bit of quashing was recently done by Frank J. Fahey, vice-president and general manager, Gillette Safety Razor Company.

As almost every citizen of the United States knows by this time, there have been disquieting rumors current to the effect that the new Gillette razor and blades infringe patents held by other razor manufacturers and that the company is likely to be involved in patent litigation which will be long and costly. Obviously such rumors, groundless as they may be, are unpleasant to the company and need answering. Therefore, in a statement to stockholders Mr. Fahey makes the following answer:

Before manufacturing and distributing this new razor and blade, we made sure of our patent situation.

The combined opinion of our general and associate counsel and the company's management is that we are in an absolutely sound patent position.

If anyone feels that our company has infringed his patent rights, we suggest he come into court.

We are not only prepared for any legal controversy, but we invite it.

Our general counsel are Messrs. Storey, Thorndike, Palmer & Dodge, Boston.

Our special counsel are Messrs. Chadbourne, Stanchfield & Levy, New York.

Our patent counsel are Messrs. Fish, Richardson & Neave, Boston and New York.

Our regular counsel are Messrs. Root, Clark, Buckner & Ballantine, New York.

Any of them will accept service.

Such a statement, backed by the names of no less than fourteen eminent counsel, says, "Period," about as definitely as is possible in any

argument dealing with nebulous rumors.

* * *

Reading in bed is not an unhealthful practice. Drinking coffee has nothing to do with sleeplessness. Being awakened by an alarm clock causes a fifteen-point increase in the blood pressure. The pajama is superior to the night shirt.

These are but four of the pleasant facts that the Schoolmaster dug out of a book, "Sleep. Why We Need It and How to Get It," just published. To find that some of his pet vices are not vices at all is at once disturbing to the Schoolmaster and comforting. He has always had a predilection for reading in bed, for coffee and for pajamas and a corresponding aversion to the ringing of the alarm clock.

Ordinarily the Schoolmaster would not comment on a book of such general nature as "Sleep," but he feels a fatherly interest in this book since its authors are two PRINTERS' INK contributors, Donald A. Laird, Ph.D., Sc.D., head of the department of psychology, Colgate University, and Charles G. Muller.

It is worthy of further note that these two contributors are not content to let their book be just another book, but have surrounded it with an unusual merchandising plan, which may be described in a future issue of PRINTERS' INK.

* * *

"Him, you mean? The skinny guy with the worried look? Oh, he's the kind of bird that's always telling you what to eat and how to exercise. He wears trick shoes and sleeps on the porch. You wouldn't suspect it to look at him, but he knows more about health than the man that invented it. A good egg, you know—one of the best—but a health crank."

Each of us knows just such a man. He's funny—when he isn't boresome.

He doesn't seem funny, however

Realtors—America's Homebuilders



MONEY TO BUILD

Easier money is helping building—but not all builders can get money. Present conditions emphasize more than ever the importance of Realtors, for they can finance their operations. Realtors have the stability and financing ability necessary to get money. There is no hope for the small terry builder in today's market. Money now goes to quality builders who can also provide a market for their homes and apartments. That means Realtors.

Builders must know how to analyze their markets and stimulate the buying of homes and apartments. Demand in excess of supply often exists before some builders are aware of it. Realtors know the conditions of their markets; where to build; when to build and how to make markets active when others have inactive markets. This energetic business building ability of Realtors makes them the key to sales of building material in 1930. Sell Realtors thru the



NATIONAL REAL ESTATE JOURNAL



PORTER-BEDE-LANGTRY CORPORATION, PUBLISHERS

139 N. Clark Street

Chicago, Ill.

Sales-Advertising Executive

Seeks Manufacturing Connection * *

One of the acknowledged outstanding writers of retail shoe advertising desires opportunity of developing his future with progressive manufacturer (not necessarily of footwear) in a sales-advertising-merchandising capacity. College man, 38, with a business background combining industrial and retail experience. An observer and a planner with ability to translate ideas smoothly into action. Unimpeachable personal and business record. Now pleasantly and securely situated, but facing uneventful future. Salary secondary to JOB.

Address "I," Box 88
Printers' Ink

The Lumber Dealer's Recommendation

is a powerful factor in the choice of building materials. Builders are slow to use the product he doesn't recommend. His approval can increase your sales. Sell him through his favorite paper—the

American Lumberman

CHICAGO

Est. 1873

A. B. C.

DISTRIBUTE from house to house

with the new **Door-Knob Envelope!**

Large users of the mail or circular and sample distributing should investigate this new, improved method of reaching the home with **DOOR-KNOB ENVELOPES!**

Prominent advertisers now use sealed **FIRST CLASS** distributing at an enormous saving even over permit mailing!

Mfg. & Sold Only by
CHANIN
Advertising Syndicate, Inc.
278 W. 43d St., N. Y.
WISCONSIN 0021

SEND FOR
SAMPLES

PATENT

to himself. Nor is our attitude toward him a laughing matter to the manufacturers of health products. No manufacturer in the world wants the public to believe that his consumers are all just a little queer. On the quite emphatic contrary, he would welcome the public assumption that his biscuits are eaten by persons who are quite normal.

An interesting reflection of advertising policy peeps forth at the Schoolmaster from an advertisement from overseas. From England, in the advertising of Vita-Weat—"the British Crispbread"—comes an unusual word-application, artfully aimed at public sentiment.

It isn't "cranky" to eat Vita-Weat in place of ordinary bread or toast. It's the pleasantest good habit you could adopt. At the very first crunch you fall in love with it. From the very first day you feel it doing you good. . . .

In "cranky" the Vita-Weat copy writer seems to have coined a new word-use, and a use that seems to your Schoolmaster to be most happily appropriate and effective.

* * *

The next time one of your star salesmen starts to enumerate the handicaps under which he is forced to work in his territory; or one of the old-timers begins a tale about the physical discomforts he had to endure when he was on the road, let the offender read the following letter. It was sent to the home office of The Texas Company from Nairobi, Kenya Colony in East Africa. The writer says:

"In covering their territory, our representatives will have to travel by automobile through forests infested by wild animals such as elephants, rhinoceroses, buffaloes, lions and leopards, and as is customary with other business houses we will have to equip them with rifles for protection against attack by these animals, and here we would ask your authority to do so."

"There are two special dangers in the shape of rhinoceroses and leopards—the former will charge immediately upon scenting any human being, while the leopard will attack without any provocation at all. It will readily be re-

A new high mark in net-paid circulation

THE net-paid circulation of
Printers' Ink is now 23,613,
a new high water-mark in
the history of the paper

This steadily growing se-
lective circulation is the
result of editorial merit.
Special offers, premiums,
and other forced methods
are never used

PRINTERS' INK

23,613 net-paid circulation

I want to get on the other side of the fence

Six years of advertising agency experience has sharpened my outlook, has given me a facile and penetrating pen, an eye that can ferret out and size up the product's selling 'differential', and a matured point of view. Now I want to bring this experience and point of view to the manufacturing field. I want to work in the advertising end of a manufacturing concern. I don't care what they make. I want to know how they feel and how they think. I want to make their product part of me. I want to live with it, grow with it, fight with it. As an agency man I am tired of being the good Uncle Charley to the clients' products. I want a child of my own to boost about. Prefer locating in New York, Philadelphia, Baltimore or Cleveland.

Address "H," Box 80, Printers' Ink

Sales Executive

Successful manufacturer, embarking upon vast expansion program seeks a permanent local sales executive in each city of above 150,000 population. Man must be capable and financially responsible. Give full details in reply.

Address "T," Box 77
Printers' Ink

LAYOUT MAN

Wanted by a fast growing Boston Agency. A young man who can take a *selling idea* and give it quick interesting visualization. Should know lettering and typography. Fine chance to become art director. Salary \$40—\$50 week to start.

Address "D," Box 228,
Printers' Ink

ized the danger in which our man would be placed in the event of a breakdown—the rhino would run the car and the leopard the sales man!"

Who says there is no romance in modern selling?

* * *

Every so often the Schoolmaster runs across an item of information which interests him particularly, but which he hesitates about presenting to the Class because often it has no "red thread of merchandising" running through it. Here, for example, is some information about the florists' Clearing House, which the Schoolmaster hopes will be as interesting to the Class as it was to him.

It seems that the Florist's Telegraph Delivery Association was started sixteen or seventeen years ago by a group of some fourteen men. It was from the needs of this organization that the Clearing House grew. In 1923 it was realized by the financial committee of the association that the volume of business had assumed such proportions that individual communication and financing under the telegraph ordering system was impossible. So the subject of establishing a Clearing House was broached at the association's meeting. The mere suggestion met with a great deal of opposition on the part of some members and the outcome was that it took two years to pass over the idea. After the Clearing House had been in operation for some time and the recalcitrant members actually saw what it was accomplishing, all opposition melted. In 1929, it is worth noting, the volume of business cleared ran well over \$8,000,000 and it is estimated that the figures for 1930 will run into \$10,000,000.

The names of the members represented in the Clearing House are listed in a book of which each member has a copy. When a member receives an order by telegraph or telephone, he consults the book to see whether the florist ordering is a member in good standing. If the book qualifies the florist he fills the order.

An applicant for membership

An Unusual Man Is Needed to Fill An Unusual Opening

A New York City organization—the largest of its kind in the world—employing over 1,000 people and engaged in the business of publishing investment information and advice—requires a well-rounded advertising man to join its Sales Promotion Department.

The man selected will concentrate on all the promotional work connected with selling one or two "services." He will prepare direct mail propaganda, handle resulting inquiries, co-operate by correspondence and otherwise with salesmen—do as much "field" work as necessary "to keep his feet on the ground."

The position requires an analytical mind, plus imagination, as well as the ability to write creative selling copy.

Starting salary \$6,000. More when the man demonstrates he is worth more. Please do not apply unless you have been making \$5,000 a year.

If your application warrants, a prompt interview will be arranged for you with one of the company executives. In this case, however, you must be in New York City or willing to come here at your own expense.

Address "N," Box 84

Printers' Ink

Will Merge or Sell \$2,500,000 Agency Business

One of the well known agencies will entertain a proposition either to merge the business with some other agency of equal reputation and standing or will divorce the eastern business which approximates \$1,000,000 and consolidate this with some reputable eastern agency.

Present business solely owned. Negotiations can be conducted with principal at either New York or Chicago office. Accounts all of national reputation. Company in strong financial position and able to guarantee a continuation of relations with present clients. Owner willing to continue with business or devote his time to other interests.

Principals only. Everything confidential.

Address "M," Box 83,
Printers' Ink

A Jew

Can you use this executive as an Advertising or Sales Promotion Manager? A man who will bring you unimpeachable loyalty, integrity and proven ability! A man who, through the traits of his heritage, can give you value, service and dependability that cannot be purchased! Such a man will be available soon, as prejudicial working conditions demand a change.

A record of 11 years of highly successful administrative duties in commercial and industrial advertising and sales promotional work is yours for the asking.

American born, age 31, married, college education here and abroad, A-1 references. You will do well to learn more about this man and his remuneration is secondary to permanency.

Address "E," Box 227, Printers' Ink

MOTION

WINDOW DISPLAYS

STIMULATE SALES

WE DESIGN AND MANUFACTURE MOTION WINDOW DISPLAYS IN QUANTITIES TO SUIT YOUR INDIVIDUAL NEEDS
INFORMATION ON REQUEST

THE AMERICAN
DISPLAY COMPANY

the Clearing House must supply all kinds of references in regard to his standing in his community. If his credentials are acceptable, he deposits a \$50 bond as evidence of his good faith and as a guarantee to the other members should he default in his payments. Of course, it is so arranged that if any member does not pay up ten days after his statement is submitted to him, he is automatically dropped as a member and all other members are immediately notified not to accept orders from his shop. It is easy to see that financially the Clearing House is as solid as it can be, since 4,600 members have each posted a bond of \$50.

Every month each florist member submits his total incoming orders to the Clearing House. Here each member has his account straightened for him and he is told how much he owes, or, if the balance is in his favor, he is told how much is being sent him. For this service the Clearing House receives 2 per cent.

Because the Clearing House demands such strict adherence to its code and so much in the way of financial stability and references, it has figuratively put the florist business in this country on its feet. It obviates losses which reputable florists formerly incurred through dealing with florists not so reputable, and has promoted, through association and Clearing House contact, a mutual spirit that has been greatly beneficial to the business.

* * *

A member of the Class rises to comment on the difficulty of starting a sales letter so as to get attention at the very opening, and wants to know whether it is advisable to begin letters with a question.

To begin with a novel and an interesting question would remove much of the trouble, and there are times when nothing else seems as effective or appropriate; but it is obvious that if this practice were widely adopted and all sales letters opened with a question, the effect would become monotonous, to say the least, and recipients might become annoyed.

The famous series of advertising

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ments whose only line of copy was, "Good morning, have you used Pears' Soap?" got much attention and resulted in considerable business, but if all other soap makers had adopted the same device, the public might have become slightly wild.

To offer some kind of general guide, the Schoolmaster would say that if sales letters are mailed in a series, about one in five might safely begin with a question. That will avoid cluttering the universe with questions. But writers ought to be sure that the question-opening fits the circumstances. There are times when to begin a letter with a question is simply the easiest way out.

W. P. Fehlman with "Wall Street Journal"

W. P. Fehlman has joined the Pacific Coast edition, at Los Angeles, of *The Wall Street Journal*, New York. He will be in charge of the commercial advertising department in that territory. He was, at one time, with the advertising department of the Los Angeles *Evening Express*.

Aviation Magazines Merge

The *Pacific Flyer*, San Francisco, and *Pacific Aviation News*, Portland, Oreg., are merging with the current issue. The new combination is edited by S. A. Eubanks, former editor of the *Pacific Flyer*. C. I. Chipman, business and advertising manager of the *Pacific Aviation News*, will be Los Angeles manager. J. J. Rowan, editor of the *News*, becomes Portland manager.

To Represent Mac Manus Agency on Pacific Coast

Mac Manus, Inc., Detroit advertising agency, has appointed James Houlihan, Inc., advertising agency with offices at Oakland, Los Angeles, Portland and Seattle, as its Pacific Coast representative.

Death of Desmond Cosgrave

Desmond Cosgrave, formerly with The Erickson Company, Inc., New York, and recently copy chief of Paris & Peart, advertising agency of that city, died recently at Stamford, Conn. He was fifty-one years old. Before joining the Erickson agency he had been with Lord & Thomas and Logan, Inc.

EXECUTIVE COPYWRITER

Assign a job to an artist . . . and you can reasonably expect an interesting illustration. Give an assignment to a copywriter . . . and the average result is of casual interest, with only occasional excellence. . . . Thoughts are mental pictures, verbalized. In the shuffle of thinking and writing clearness is frequently lost. Yet, to be effective, ideas must be sharply defined, expressed clearly, and colored with imagination. . . . Good copy is difficult to produce, and therefore somewhat rare.

I write good copy and am looking for a job. I handle words as a modeller handles clay. . . . Thirty years old, college trained, married—with ten years experience and a batch of samples to prove my ability.

Address "G," Box 81, P. I.

RADIO DEPARTMENT MANAGER

Creator of many successful programs for large accounts.

Conversant with all details of arranging and producing; with the knack of putting sales and merchandising values into outstanding programs. . . .

Address "A," Box 294
Printers' Ink

For HOUSE MAGAZINES And TRADE JOURNALS

STORIES by Best-Known Writers
ARTICLES by Foremost Authorities

Editors' Inquiries Invited

WILLIAM GERARD CHAPMAN

(Est. 1903)

334 So. Wells St., Chicago, Ill.

"GIBBONS knows CANADA"

Classified Advertisements

Rate, 75c a line for each insertion. Minimum order, \$3.75
First Forms Close Friday Noon; Final Closing Saturday

BUSINESS OPPORTUNITIES

OPPORTUNITY

Successful manufacturer of screen process advertising wants competent sales manager with \$3,000 to \$5,000 to invest. Reply to Box 738, Printers' Ink.

OBTAIN MAIL ORDERS, CANVASSERS
thru newspaper (classified 'want ads') and magazine advertising.

MARTIN ADVERTISING AGENCY
274 West 43rd St., New York, Est. 1923

Wanted Press Work

Bargain circulars 17 1/4 x 22 1/4, news print broadsides 22 1/4 x 35, high speed Duplex rotary press work, one or two colors and black. Capacity of several million a week. Write for prices. Foster & McDonnell, 728 West 65th Street, Chicago, Illinois.

TO ADVERTISING MEN

If you have accounts that can be handled by a small New York City agency we offer you:

- 1) A business home
 - 2) Attend to the details of seeing your orders through
 - 3) Take the credit liability of your acceptable accounts
 - 4) Give you suggestions prompted by 20 years' active advertising experience
 - 5) Provide for a drawing account based on a 50/50 arrangement.
- Address in assured absolute confidence. Box 755, Printers' Ink.

EXECUTIVE-SALESMAN WANTED
A SUCCESSFUL ADVERTISING PARTNERSHIP is incorporating due to prolonged illness and retirement of one partner and requires the services of an executive-salesman with an investment of \$10,000, to sell its syndicate advertising materials in the Eastern States. The business will stand the closest scrutiny of bankers and lawyers. The man who meets our requirements will be, first of all, a gentleman and a real salesman; he will be young in ideas, but mature in judgment and experience; he will have none of the high-pressure methods, but will be forceful through his quick and clear analysis of clients' sales problems and his SENSIBLE discussion of them; he will be a man to appreciate the type of materials placed in his hands and the reputation of his house in the field; his earnings will be commensurate with his activity, since his ability, as stated above, must be assured. Such a man will find in this small, compact organization, the personal freedom and contentment he deserves. Consideration given only to men answering these requirements. Protestant preferred. Box 731, Printers' Ink.

EMPLOYMENT SERVICES

Muncy Placement Service

(Agency)

Elizabeth Muncy recently in charge of the Employment Bureau of the American Association of Advertising Agencies announces the opening of her placement service at 280 Madison Avenue, New York; Caledonia 2611.

A. K. OSTRANDER

(Agency)

PLACEMENT SPECIALISTS

505 Fifth Ave., New York City
Murray Hill 3569

**THE MODERN WAY TO
ACQUAINT THE RIGHT MAN WITH
THE RIGHT JOB**

HELP WANTED

FIGURE ARTIST to rent private office in small New York agency; new building, Grand Central district, open May first. Mail and phone service. Some work in exchange. Box 745, P. I.

Eastern Advertising Manager—with group of publications desires several experienced solicitors for Eastern territories. Liberal commission. Exclusive territory. Excellent opportunity. Box 739, P. I.

WANTED—Advertising Copy Writer and Layout Man

With drug, grocery also agency experience, by well established Ohio agency. Give full details of yourself also experience and salary desired. Box 736, P. I.

For Years have written front page editorials. Am organizing to publish a magazine to be known by name "Political Science." Want associated with me "Getters," advertising solicitors, writers of fiction, political writers, etc. This magazine has a brilliant future and will have support throughout the nation. Tell me all about yourself in your first letter. Will be treated strictly confidential. B. M. Goldberger, Editor Digger, 1038 Longwood Ave., Bronx.

PRESSMAN—BEST IN THE UNITED STATES, to take charge of small press room consisting of Dexter fed Babcock Style B Kellys and platens. Man having fixed habits of producing perfect press work without offset, without alibis. He will be required to do his own presswork in many cases, but will be assisted by other pressmen and boys, who will be subject to his orders. The salary, wages, whichever he prefers, will be sufficiently high to interest the highest type of man. The position is in the East, New York, and is good enough to justify a change of residence, if necessary. Box 729, Printers' Ink.

EXPERIENCED PROOFREADER**Wanted by Detroit Typographer**

Write Box 735, Printers' Ink Pub. Co., stating fully experience, salary, age, etc.

PAPER MILL SALESMAN

An old-established Paper Mill has an opening for a salesman qualified to call on consumers of fine printing and demonstrate their papers. A man schooled in direct advertising and printing will have equal chance with a paper house or paper mill salesman. Man may live in or near New York. Salary and traveling expenses. Box 733, Printers' Ink.

MISCELLANEOUS**TRANSLATIONS**

(Letters, booklets, advertising matter.) English-German, German-English by an expert American-German correspondent with years of experience. Box 732, P. I.

Do You Expect a Larger Salary? Do You Please Your Boss?

Send 50 cents for my book that will help solve these questions and many more. Regular price, \$1.00. J. S. Daurer, Route 3, South Bend, Ind.

POSITIONS WANTED

ARTIST—designer and letterer with extensive knowledge of layout, type and general agency practice desires a part-time position with agency or art service. Box 748, Printers' Ink.

Advertising-Sales Manager—Exceptional successful experience. Can handle national proposition or develop smaller one. Mr. Organization President it will pay you to write for details. Box 750, P. I.

Advertising Solicitor with good knowledge of merchandising, formerly with New York daily, now selling for publishing company, desires permanent New York connection. What can you offer? Box 749, P. I.

EDITOR, AUTHOR

Experienced in house organs, trade and class journals, also publicity, advertising copy and sales promotion. Box 737, Printers' Ink.

Editorial Assistant—young woman, 7 yrs. in present connection as dept. head of nat. engineering paper. Valuable experience in advertising, editorial research, circulation. Box 742, P. I., Chicago office.

ARTIST

Free lance—visualizer—good layout man—15 years' national experience—pen and color. J. M. Field, 145 W. 43rd Street, New York City. Bryant 9749.

ARTIST—Layouts, visuals and figure illustration. Good draftsman—well around agency experience. Position in N. Y. agency. Box 741, P. I.

An Assistant Available

A young man with advertising and sales experience wishes to locate in or near Chicago. Is familiar with advertising copy and production. Can sell or write sales promotional copy. Would be an asset to any advertising or sales department. Box 734, P. I., Chicago Office.

FREE LANCE ARTISTS—Serving many national (and small) accounts, solicit your business. We draw anything. Address Mr. Finley, Wright-Provost, 3 W. 29th St., N. Y. C. Bogardus 0161.

ARTIST-TYPOGRAPHER

4-A agency experience wishes position requiring finished art and type specifying. Age 26 and just married. Box 751, Printers' Ink.

Production Assistant—age 25, seeks to relieve busy production man or executive of his detail work. Experienced with a thorough knowledge of production procedure. Active, enthusiastic and co-operative. Box 728, Printers' Ink.

Advertising Manager wishes position with progressive manufacturer who wants to expand or organize efficient advertising and sales promotion department. 15 years experience. Now employed. Reasonable salary. Box 747, Printers' Ink.

TO AN ADVERTISING MANAGER

or account executive who really values sterling character and culture there is available as assistant a man with ten years' intensive advertising experience. Tireless worker. Will go anywhere. Box 744, Printers' Ink.

Auditor Bookkeeper . . . 38 . . . Protestant . . . would make mutually advantageous connection. 10 years' experience in one of the oldest and largest advertising agencies where now employed. Conscientious . . . trustworthy . . . with thorough knowledge all details. Excellent references. Box 730, Printers' Ink.

EXECUTIVE with twenty years' manufacturing experience—domestic and export sales, credits and production—will be open for similar position April 1st, preferably in small city in Ohio, Pennsylvania, New York or Michigan. Willing to invest. Box 746, Printers' Ink.

Artist and Lithographer—also half-tone. From Paris—13 years' experience. First class lettering, color work, pen and ink, air-brush, period styles. Preeminent modern decorator. Best references obtained in this country. Seeking worthwhile position. Manufacturer, printer or agency studio. Box 740, Printers' Ink.

YOUNG WOMAN can cut your overhead and bring fresh merchandising ideas. Now employed, successfully handling all details of advertising production, dealer helps, sales promotion correspondence. Efficient office manager; congenial personality, good presence. Seeks more scope for creative ability. N. Y. C. Best references. Box 743, Printers' Ink.

15 YEARS' EXPERIENCE

Newspaper, Public Relations and House Organ Work qualifies me to give you the results you have a right to expect.

C. GEORGE APPLGREN
P. O. Box 1261 Chicago, Ill.

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America's Finest Engraving Plant

Is Chicago's Best Located
Engraving Plant . . .



CV-312 CHICAGO, ILL. PHOTO SHOWS VIEW NORTH FROM COLLINS AND ALEXANDER'S ENGRAVING PLANT OVERLOOKING ADVERTISING'S DOMAIN. THIS REMARKABLE SHOP IS SITUATED ON THE 23rd FLOOR OF A MODERN OFFICE BUILDING WITH 76 AGENCIES WITHIN A RADIUS OF 3 BLOCKS -- 48 WITHIN 2 BLOCKS -- AND 30 BUT 1 BLOCK. A PHYSICAL ADVANTAGE THAT HAS DEMONSTRATED ITS WORTH DAILY.

Collins & Alexander, Inc.

(formerly Collins & Inglis, Inc.)

65 East South Water Street
Chicago . . .



P. S.—In Chicago the Tribune can do the job Alone . . .

On Wednesday night, March 19, 1930, the largest crowd that ever watched an indoor boxing program in America packed the Chicago Stadium from skylights to ring.

Nearly 23,000 persons paid admission to see sixteen bouts between amateur fighters from the Chicago territory and New York.

It was the greatest crowd the Stadium had ever accommodated.

Every seat in the huge structure was occupied. Every reserved seat had been bought and paid for—a week before the event.

Hours before the opening bell a line four blocks long had formed to grab up the 1,200 general admission tickets which were to be placed on sale. Other thousands who had been unable to buy admission stayed at home

and listened in to the three and a half hour W-G-N broadcast from the ringside.

All because the sport-loving public of Chicago and the Chicago territory had learned through the Chicago Tribune that 32 young fellows, who fight for the love of fighting, were going to put on a superlative show.

This was the product: Clean, stirring, amateur sport.

The medium for selling this product was the Chicago Tribune.

The Stadium couldn't hold the scores of thousands who wanted to be there—the Tribune's overwhelming circulation had sold this tournament to everybody in the Chicago territory who possibly could be interested.

Have you a product to sell in this rich, responsive market?

Put hotboxes on your own turnstiles and cash registers! Smash over your own selling messages to the largest, most eager-to-buy audience in this great market—readers of the Chicago Tribune!

Chicago Tribune

THE WORLD'S GREATEST NEWSPAPER

February Circulation:

Sunday, 1,156,881

Daily, 842,730

27, 1939

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